

Indonesia' Capital City (Jakarta) Image on National and Internasional Media

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Abstract - The centrality of media amid society has been interrupted by gigantic impact of the internet nowadays. Departing from Lippman's proposition, the foundation of agenda-setting theory with ecological online sphere consideration, and Galtung's and devotees' thought about international media works this research comparing national and international media Jakarta's image as the capital city of Indonesia. Nevertheless, this essential topic seems neglected by previous research. This study used post-positivism paradigm, mixed-data with content analysis method, online observation. The sample of news taken randomly from the significant media according to pressgazette.co.uk for international media (6 media of 50), for Indonesia media was 4 of top 10 media. The selected news portal observed. The displayed news collected, structured, afterward analyzed systematically, objectively, from the title, paragraph, to the picture if any. The data shows both national and international media frame Jakarta's image differently. International media portray Jakarta in negative way which is in line with Galtung's and his devotee's argument, appears as the third world country, framed with the negative attributes and tones as the most polluted city, sinking city, even dangerous city as the residence, workspace, and others. While major national media present Jakarta favorably as the central of national bustles in economy, business, education, and so forth, except one media reported Jakarta in deleterious way. This means the image of thing (capital city) related tightly to the interests or determining factors of media, while international media more complex layers than national media.

Keywords: Agenda-setting theory; Capital city image; International media communication; News media frame.

Introduction

The very old statement by Walter Lippmann about "the world outside and the picture in our heads" (Public Opinion) as the foundation or point of departure of agenda-setting theory seems still relevant, exciting, and crucial to be explored, examined, elaborated, and confirmed in our society nowadays, both in national and international or global media scopes and perspectives. There are many issues that could be the pertinent exemplar of the testing bustle for that theory such as Jakarta, the capital

city of Indonesia that will be going to be replaced to IKN (Ibu Kota Nusantara), in Kalimantan or Borneo according to current president of Indonesia (Jokowi).

This issue has been widely discussed and talked by public in national and international discourse since that time, when the president has given his speech about the plan. It is natural, some related arguments have been expressed encountering that plan such as the process or the decision that has been taken by the government or the president of Indonesia likely appears very extraordinary, it is extremely fast process of decision making, irrational program particularly very irrelevant condition with recent Indonesia circumstances –principally based on economical view-, and so on, even looking in glance at the constitutional or legal state view, it seems meet the procedure but historically review on the process will bring us to the full of political interest and tricks.

Henceforth, people or public in Indonesia and across the globe apparently feel excited and surprised by this super-fast decided-plan that has widely informed by the President of Indonesia through official channel and also reported by media through the news coverage both national and international or global mass media organization frequently. Also, many observers and content creators –whether Indonesian or non-Indonesian– have talked the issue on social media platforms.

Several questions appear often related to this issue as how much money will be needed and spent by Indonesia to replace many things from the old city to the new one, how do Indonesia government do to build many infrastructures as the new capital city as the supporting material for government and citizens matters, and how do people should adopt to the new condition psychologically and physically, and how do government and the related stakeholders must preparing residence and office building, public facilities, business bustles center, and so forth while the president already targeted to accomplish it soon, approximately in his last period of presidential. And in current occurrence the president does ask or mandate forcefully to the next president to continue the plan, indeed. It is so amazing situation. Is it Bandung Bondowoso legendary tale? It sounds so cynical, but it is the reality that Indonesian and world people facing today.

The social record relates with this plan, the removing capital city from Jakarta to IKN (Nusantara), also accessible easily and widely to be found on media works in Indonesia. For instance, referring to Tempo, one of news media organization in Indonesia it was commenced by the President in 2019 who restated the first Indonesia President's plan, Sukarno, who planned to replace the capital city from Jakarta (Ramadhan, 2017). Moreover, there are many public discussion events have been taken by public in Indonesia particularly about this capital city replacement (Kompas.com, 2023). Furthermore, academic actors as the primary of civil society elements take into account to give the perspective about the issue (Azani et al., 2023; Herwindo et al., 2023; Indonesia, 2022a, 2022b; Muttaqin et al., 2023; Ramadhan, 2017; Sugihartati et al., 2020).

However, the replacement of new capital city [of Indonesia] is certainly very exciting. On the other side looking back to Lippmann's well-known statement it is having the good momentum to see about current meeting point of the theory and social empirical evidence, predominantly to see about what media do, both international and national media (Baugut & Neumann, 2020; Oliver & Krakowiak, 2009), chiefly on Jakarta as Indonesia's capital city. What and how the depiction and frame of Jakarta that constructed and structured by national and international media not only during the capital city replacement, but also before the discourse is attracting widely public to think about that, how they think the topic. It exactly seems related and relevant with some points of views in the discussion. Hence, after the internet invention has brought about many changes to society including that seems interrupting the media as the powerful information source and equipment in previous along the human historical notes.

The image of Jakarta on people's eyes probably as the result of media coverage and exposure to public which has been attracted, set, given attention, memorized, noted, and displayed by the media. The media have portrayed and framed Jakarta's image whether positive or negative, or even neutral (somehow positive but somehow negative), so that this research eager to explore and confirm that exciting and significant question, in particular both national and international mass media scope coverage.

By this, the agenda setting theory that suggested and explained three interplaying factors are media agenda, public agenda, and policy agenda (Griffin, Ledbetter, and Sparks, 2019; Griffin, 2012; Littlejohn et al., 2017). The policy agenda that identical with government's role, authority, and scope works interplay make the elucidation to the situation as the recent situation of Indonesian or other world countries. In this case the inter-correlation was departing from policy agenda, policy maker's hand. This

classic theory should be accepted as the one of the most significant and has great magnitude in academic and practice terrain, particularly in journalism field, national and international scope.

We surely thrilled and enthusiastic to discover empirical evidence to the popular proposition that media end product or content is influenced by several factors (Shoemaker & Reese, 1996, 2013), mainly in international media scope, it is needed more elaboration and explanation in details as what Galtung argued (Galtung & Vincent, 1992). Semati elucidated that international communication in the media also appears still in line with international communication scholars' thought (Helwig et al., 2004: 6-10). Briefly, the media image or portrayal on some stuff such as city, nation, state, people, event and so on will contribute to the public awareness, perception, attitudes, even behavior.

The implication of the image comes forward in real interaction among and between the actors, citizens, states encompasses global and individual relationships. Directly and indirectly the negative image will bring the unfavorable position to whom the media have covered and *vice-versa*. The image direct or influence people's perception even the action or behavior in micro level area and macro level scopes.

The image of the city or the country often considered as a representation of the identity of the residence or people of the city or the country. And the imagined identity on public's or people's eyes becomes the foundation of attitude and behavior in relational contexts. Lippmann explained it as the shadow or pseudo environment versus real environment in social construction and dynamic.

There is few research that study about international communication or has given the concern, specifically on what and how do media frame, display, represent, and construct the image of the city mainly Jakarta as the capital city of Indonesia that will be replaced with the new one in Borneo or Kalimantan, IKN (so-called Nusantara) by and under current presidential side's control and direction. Surveying and searching the previous related research shows, based on semantic scholar search application by using key words: "Jakarta", "Jakarta image", "Indonesia's capital city image", on international media communication, 61 papers has been found as the result. On the other words, there is not much or the researcher have still not yet found any research that give the concern on what this research takes into account, about how do media, national and international, depict capital city particularly Jakarta that will be replaced by the new one, Nusantara.

Moreover, the very related article with this focus no more than five papers, at least when this research done in November 2023. While using cross reference another search engine application, researcher found, with the same key words then the results are not much different.

This preliminary investigation and tracing previous research about this noteworthy topic show us about the slightly neglected topic by previous researches. Indeed, every country must know and find about one of the information sources both national and international, media have framed and displayed the nations in the big picture and details. Undoubtedly, about how the capital city displayed by media as the reference of public information that will determine them in perceiving, taking the attitude, and behave with the citizen of the nation or the nation itself. It is about identity discourse and extending fundamental inkling or framework essentially, encompasses international communication terrain.

There are several researchers have investigated about the city image. Huang and Lee who concerned on the Washington, DC online image as tourism destination (Huang & Lee, 2009). Avraham has examined media strategies for improving an unfavorable city image (Avraham, 2004). Wei-wei (Zhang Wei-wei, 2017) came with other perspective who investigated Beijing related to city image building strategy. Moreover, other research took wider scope, even still relate to the image in international scope (Lestari et al., 2022; Mahony, 2010; Morales & Menechelli, 2023; Satriani, 2018; Tuan Hung, 2021; Xiang, 2013). Then, is there any research about Jakarta as the capital city of Indonesia, or related inquiry? Surely we can find it even could be not in a great amount. There are numerous research about and related with the capital city including Jakarta (Berawi, 2022; Hidayat et al., 2019; Rosanah, 2020; Salim & Kombaitan, 2009; Zentz, 2017), but they have different concern with this paper that tries to cover both international and national media work.

Nevertheless, the research about how international and national media cover, report, and frame the capital city, particularly Jakarta seems still in the blind spot of exercised while it is exciting and very important to do, at least for Indonesia government and people or the stakeholder and the shareholder. Because it brings about the consequences on every single actor now and then.

A number of related research about framing of the city also could be traced in several scientific journal (Ashish Thomas & Narain Shukul, 2015; Droog et al., 2020; Oaks & Delhi, 2002; Sugiarto et

al., 2023; Xiang, 2013), unfortunately there is no research focus and examine the Jakarta’s image as Indonesia’s capital city on international and national media frame. Therefore, based on the described background including the gap that mentioned above, this research stabs to explore and confirm the national and international media on Jakarta, Indonesia’s capital city’s image. It is also attempts to find out the accordance or discordance of the international media communication proposition that Galtung and Vincent, Semati, and others who said and deduced that the capital city on the media coverage based on the categorization of world countries. Indonesia unfortunately categorized as the third-world or under-development country that displayed and constructed with unfavorable framed by international media institutions. Besides, the comparison of international and national view also being of this research part of exercise. Considered differently with national media in details and general.

Theoretical Framework

This study taking departure point from Lippmann’s classical statement that being foundation of agenda-setting theory that encounters the online ecological perspective after the internet invention shows the ubiquitous essence. Otherwise, coming forward into international media coverage, the research owed to Galtung and his devotee, Semati who suggested the hypothetical statement that the media coverage globally and in details according to the classification of world country. Also, enhanced by Shoemaker and Reese who describe elaboratively the factors that influence and determine the media message since the individual actor in the media organization until the mass and global level accordingly. In this case, Indonesia categorized as the third-world country, the consequences the attributes of media frame for that kind of country appears frequently and accordingly. The scheme of this study as the following figure 1:

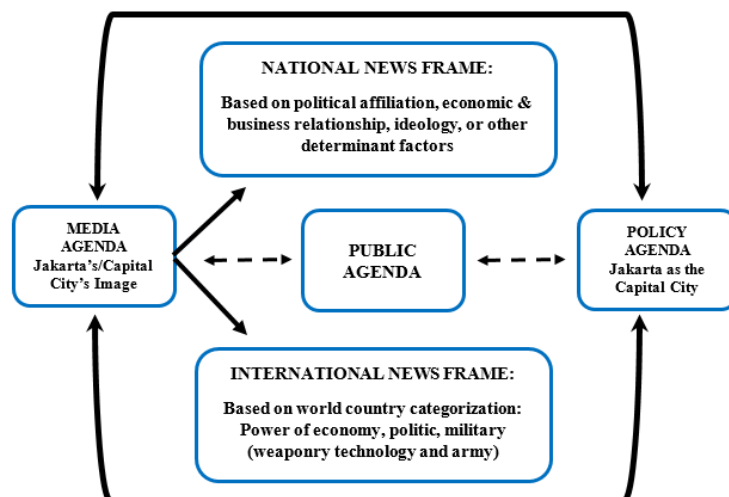


Figure 1: Theoretical framework of media, national and international news frame

There are, purely agenda-setting theory scheme, three factors or variables that interplay, Media Agenda – Public Agenda – Policy Agenda. This research focus on the national and international media frame or report on Jakarta (Capital City) image. One of the result of the interplay is media image which determines or influences on public opinion (Griffin, Ledbetter, and Sparks, 2019; Griffin, 2012; Littlejohn et al., 2017).

The image of capital city referring to each media both national and international, according to Galtung and Vincent (Galtung & Vincent, 1992; Info, 2022; Papers & Series, 2022) also their devotee, that the coverage or frame based on the classification of the country encompasses three big determinant factors are power of economy, power of politic, and power of military. Otherwise, the national media, as Shoemaker and Reese explained there are factors influence media frame as the media product (Shoemaker & Reese, 1996, 2013).

Therefore, the hypothetical statement that could be tested or explored through this research is the frame or reportage of Jakarta as Indonesia capital city will be determined by the factors that different applied by national and international media. The frame of international media extremely depends on

the classification of Indonesia in global scope regarding three power are politic, economy, and military. Current position of Indonesia (the categorized by global or superpower country in the world) as the third-world country.

Furthermore, Jakarta as Indonesian capital city has been displayed or reported in unfavorable image by international or global media. However, the national media might cover Jakarta in more favorable or positive way, regarding the supporting spirit or nationality of media, though the political and economic affiliation colorizing the frame or dynamic of Jakarta image that presented on news from title, paragraph, and picture as the attribute or aspects of news elements.

According to classical content analysis method, the space also being the element of primary part that might be exactly shown by the media (Åhman & Thorén, 2021; Riffe et al., 2019). The space as part of the quantitative measurement of explicit display could be in word or phrase in title, first paragraph, paragraph of news, quotations, photo or visual image, and the total of emergent or appearing those in news as the end of media product.

Likewise, Shoemaker and Reese assume that news produce through several steps in media organization in national and international media according the standardization in field process and newsroom practice. The level of communication since the intrapersonal, interpersonal up to more complex in processing the news production. Starting from the reporter as the individual media worker taking the raw materials in the field under the supervision of the organization field coordinator news persons under the rule, direction, and regulation of workforce, and then, until the discussion of decision making to publish the news are taking place in newsroom among the newsroom people including the board of director, investors or stakeholder before the news will be distributed widely to public, there are not simple things going on in national media especially in international or global media. One of the crucial things is the media frame on news that bring about many consequences in details such decision of the title of news, the headline of the news, the quoted sources, and so on.

Besides, several authors assume that cultural, social, political situation, education, health, economy and business dynamic, even geographical aspects come into the crucial consideration of news, news flow, and so forth. In short, there are quite a lot of stuff from the tangible to intangible aspects are embodied in news production and distribution process. However, the end product of media (news) appears simple, looks as just a news article or the story on the media portal that only consists of five to ten paragraphs but actually there are complexity behind the displaying news on the organizational channel.

International [Media] Communication: Relationship of Among World Category Countries

The classification of countries by Galtung and Vincent in 1991/1992 has given us the scheme based on theoretical framework and praxis level that there is no equality in relationship between countries around the globe. The causal-factors of three powerful and domination of many determinant aspects are politic, economy, and military (Galtung & Vincent, 1992) determine how the global media enact and deal with the countries around the world. The news flow also being another factors that cause image of country become in positive or negative position. Those three factors then according to Hjarvard’s elucidation (table 3) could be analyzed in international communication particularly about how media global select and construct the media frame and construction on the country’s image and others (Curran & Hesmondhalgh, 2019; Jensen, 2002).

Table 1. Four Approaches to the Study of International News (Hjarvard, 2002)

	Selection Perspective	Construction Perspective
Micro-level analysis	Gatekeeper analysis	Ideology critique of foreign news content Analysis of news media organizations
Macro-level analysis	News flow analysis	Media imperialism Political economy of news media

That situation has brought about many consequences in life dynamics in relationships among countries around the world. The exploitation, colonialization, imperialism, and other penetrations whether in traditional form or modern as current situation, we call as new form of them (new colonialization or imperialism of the world).

Regarding communication and information theory and practices, particularly through communication and information media as the major or predominant equipment, still according to Galtung and Vincent (1992), that content which is produced and distributed by organizational media at international level encompasses as the central are elite countries and elite people in good news frame, and negative for outside two previous mentioned.

The peripheral countries will appear in dominant countries media involving the problems or the like, media journalism name it as bad news frame. The coverage or report could be criminality, political bad event and situation, disaster, and others (Curran, James, Hesmondhalgh, 2019; Galtung & Vincent, 1992; Jensen, Klaus Bruhn, 2002). This condition including the triviality could take other forms in current period, but essentially still consists of the same meaning about colonialization, imperialism, or the like. It is a soft form that well-known as the new imperialism or new colonialization according to Gramsci so called as hegemony that essentially in line with sparks who continue or expand Schiller's prognosis in international communication discourse and theory (Sparks, 2015).

Material and Methodology

To answer the formulated research question this research used the mixed-data, tries to combine quantitative and qualitative data (Creswell, John W., & Creswell, 2018; Greene, 2008; Jensen, Klaus Bruhn, 2002; Sandelowski, 2000), adopting post-positivism paradigm to grab and describe Jakarta's, Indonesia capital city's image on national and international media depiction.

Using multistages random sampling implemented in this research with also considering convenient way accordingly when facing the website or media portal condition as the source of research data, as this research sampling was taken by the researchers. The research sampling chosen based on the report of global visits by pressgazette.co.uk there are top 50 news websites in the world in August from bbc.co.uk & bbc.com, cnn.com & edition.cnn.com, msn.com, nytimes.com and so on until the fifth rank was newsweek.com (Majid, 2023) (see table 2). Then based on the list this research picked some media as the representation of international news website to see about Jakarta's image on every selected media. Otherwise, the national media data took from the list of five-teen national media that considered as the credible media according to Indonesia citizen as the source of information or references (see table 3).

This research collecting data using online document observation, particularly searching on selected media by shuffling randomly the research sample. Therefore, the researchers come into each media website or media portal (5 media) because they have similar pattern of media search on the issue based on the keyword but for theguardian.com has different way that the result brought the researcher or searcher to the display to the google search result (see picture 1) then search the news by using keywords "Jakarta" and "Indonesia's capital city" would appears the media portal result related the Jakarta as the focus news in this research. On BBC.co.uk website the results approximately 290 news. This media as the ethnographical approach of online media reader who search the information using search engine then clicking the list of media portal website using the relevant key words regarding the reader's concern.

Afterwards, in general view media website portal provide list of news for the searcher who use browser feature which on every single pages usually there are ten news. Theguardian.com little bit different with other media portal. It provides 10-page result but on every page there are ten news list and if we open the news (link) there are other link to other related news. While, from Theguardian.com this research takes 14 news article. Looking at CNN.com there was 196 news results and this research take 20 news article. Otherwise, the sample from Foxnews.com that designate 1640 results searching by the keywords this research takes 62 news. And from nytimes.com it found 9502 results then this research picked 32 news article, and reuters.com the result was 688 news article then we take 20 news article (see the point below), the sample news of International media are (table 2):

BBC.co.uk (39) of app. 290	Foxnews.com (62) of 1640
Theguardian.com (14) of app.1000	nytimes.com (32) of 9502
CNN.com (20) of 196	reuters.com (20) of 688

Table 2. Top 50 News Websites in the World in August 2023

Rank	Media	Visits Aug 2023	Rank	Media	Visits Aug 2023	Rank	Media	Visits Aug 2023
1	bbc.co.uk & bbc.com	1.1bn	18	hidustantimes.com	137.7m	35	indiatoday.in	88.2m
2	cnn.com & edition.cnn.com	703.3m	19	cnbc.com	134.8m	36	news.com.au	83.4m
3	msn.com	690.5m	20	forbes.com	130.1m	37	buzzfeed.com	77.8m
4	nytimes.com	618.8m	21	news18.com	128.9m	38	news.sky.com	77.6m
5	dailymail.co.uk	427.7m	22	mirror.co.uk	126.7m	39	cbsnews.com	77.5m
6	news.google.com	407.7m	23	india.com	118.5m	40	telegraph.co.uk	70.6m
7	theguardian.com	350.5m	24	independent.co.uk	114.2m	41	abc.net.au	70.5m
8	foxnews.com	290m	25	ndtv.com	112m	42	politico.com	61.9m
9	news.yahoo.com	267.1m	26	nbcnews.com	108.4m	43	bloomberg.com	59.2m
10	finance.yahoo.com	263.5m	27	express.co.uk	98m	44	livemint.com	58.6m
11	timesofindia.com	210.3m	28	apnews.com	97.9m	45	huffpost.com	52.8m
12	indiatimes.com	167.6m	29	indianexpress.com	96.1m	46	cbc.ca	52.4m
13	washingtonpost.com	165m	30	newsnow.co.uk	96m	47	latimes.com	51.9m
14	nypost.com	164.5m	31	rt.com	95.1m	48	usnews.com	50.6m
15	sun.co.uk & thesun.com	157.6m	32	reuters.com	94.3m	49	abcnews.go.com	49.4m
16	usatoday.com	150.3m	33	buzzfeed.com	90.7m	50	newsweek.com	48m
17	people.com	149.7m	34	wsj.com	88.6m			

The sample from national or Indonesia media was taken also by random sampling (shuffling), which based on the list of the best 10 of credible media in Indonesia (see table 3). The selected media are Kompas.com, detik.com, Tribunnews.com except The Jakarta Post that determine purposefully under the assumption as the Indonesia media which is using English in delivery the news on its media. It represents and considered by Indonesian people when they are searching Indonesia news in global or international level or scope. And the results with the keywords “Jakarta” “Betawi Culture” Kompas.com shows 7390 news article, The Jakarta Post displayed 2500 results, detik.com 10000, Tribunnews.com 412. Therefore, the sample research from The Jakarta Post was 40, detik.com 81, Tribunnews.com 15, and Kompas.com 10 news article pages of each media. The sample of the media was taken by shuffle (random) technique to give the equal opportunity to be selected as the sample, while the phenomenological reader approach being the base of collecting data approach. The sample of national media that depicted randomly are as the following points (table 3):

- Kompas.com (30) of 7390
- Detik.com (81) of 10000
- Tribunnews.com (15) of 412
- The Jakarta Post (40) of 2500

Table 3. The Most Visited Media by Indonesian Audiences

Metro.suara.com	Akudigital.com	PublikasiMedia.com	Katadata Media Network (databok)	Rank
Media				
Detik.com	Tribunnews.com	Detik.com	Kompas	1
Kompas.com	Detik.com	Tribunnews.com	CNN	2
Tribunnews.com	Kompas.com	Kompas.com	TVRI	3
Suara.com	Liputan6.com	CNNIndonesia.com	SCTV (Liputan6)	4
PikiranRakyat.com	Merdeka.com	Liputan6.com	Detik.com	5
Merdeka.com	Kapanlagi.com	Suara.com	Tempo	6
Liputan6.com	Okezone.com	Pikiran-Rakyat.com	TVOne	7
CNNIndonesia.com	Tempo.co	Okezone.com	televisi lokal	8
cnbcindonesia.com	Viva.co.id	SINDOnews.com	Tribunnews	9
Kumparan.com	Suara.com	Grid.id	Jawa Pos	10

Result and Discussion

National Media Coverage on Jakarta Image

The research data show how the national media display or construct Jakarta on the end product, news (see table 4). The highest total score accumulation of four selected Indonesia or national media as the object of the data is positive tone of the title news, it is about 73,33% by Tribunnews.com or 11 news of 15 it is positive image of Jakarta. Following Kompas.com 70% or 21 news article of 30 in total, then The Jakarta Post 60% or 24 news of 40 in positive tone, and the third is 49,38% or 40 news article of 81. Total image of Jakarta on national media highest is positive (41,20%) or 56 news article of 136 in total, and the second is negative (30,10%) or 41 news article of 136, and neutral tone (25,70%) or 35 news of 136, then the last is not relevant 2,95% or 4 news of 136 (Table 4). By this mean, that major national or Indonesia media giving positive tone when reporting Jakarta, the capital city of Indonesia, except detik.com that the highest tone of Jakarta image in negative tone (49,38%) or 40 negative news of 81 news in total.

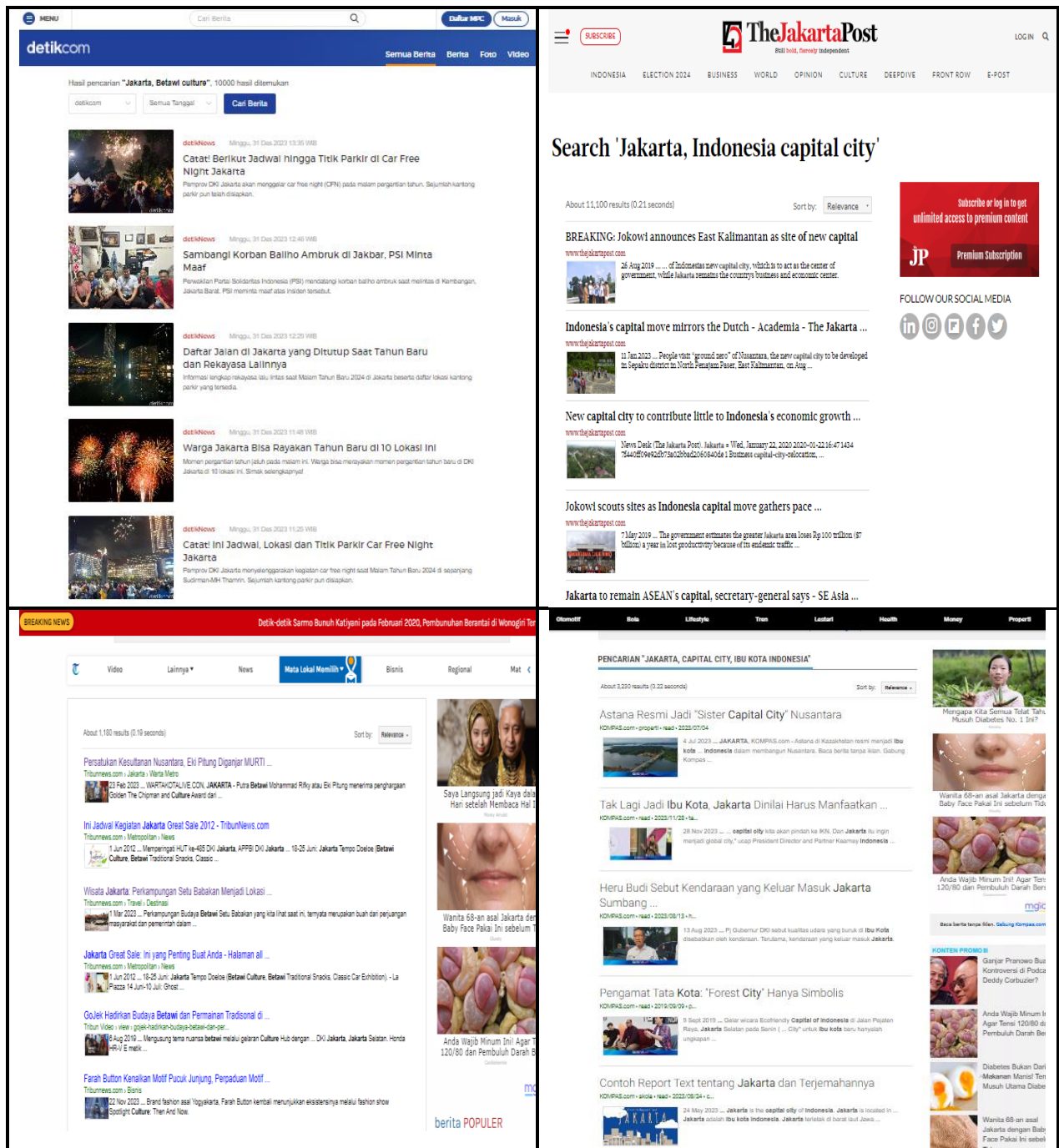
The highest score of national media in portraying Jakarta in negative way is detik.com. How does detik.com take the media frame when describe Jakarta unfavorably? It seems like international media, Jakarta is negative reported by detik.com by using several attribute of news such as in Jakarta happening problem of transportation, environmentally high risk, natural disaster as earthquake, the volcano or eruption effect, the air pollution that shown by the green skies or and red, flame of residence, social conflict encompass interpersonal conflict or intergroup or inter-communities conflict or clashes. Additionally, bad or not good government management, poor society, and economical also social problems, overcrowded city predominantly related with [crazy] traffic jam, not good city management of residence, high criminality as sadistic thief or robber, and so on.

However, national media dominantly figuring out Jakarta in positive way as the attractive place for tourism destination, which is full food traditional variation, traditional event as Betawi festival, developing infrastructure and facility for public use such as public transportation and its infrastructure, promising and optimistic political dynamic, also economy aspect for citizens and Jakarta. The neutral and not relevant frame of national media also exist even as the lowest score of Jakarta image.

However, both frames should be considered by Jakarta’s stakeholder in particular the management side (government and citizens), because both views might be interpreted as the faceless or not strength identity that will impact in middle and long term to Jakarta. And it is also will bring about negative identity for the residence even national side. Moreover, the domino-effect probably appears as in economy, politic, social, culture, and so on, in particular in international relations view. It might be what Lynch said that the city is reflecting on the resident. The identity of the city widely or usually being a layer of people and individual identity who dwelling in the city or attach to the city.

Table 4. Jakarta Image on the title on National (Indonesian) Media Coverage

Media	The result with the keyword	The sample	The image on the title				Total
			Positive	Neutral	Negative	Not relevant with topic	
The Jakarta Post	25000	40 from selected pages (Shuffling)	24 (60%)	15 (37,5%)	1 (2,5%)	0 (0%)	40
detik.com	10000	81 from selected pages (shuffling)	21 (25,92%)	18 (22,22%)	40 (49,38%)	2 (2,47%)	81
Tribunnews.com	412	15 from selected pages (Shuffling)	11 (73,33%)	2 (13,33%)	0 (0%)	2 (13,33%)	15
Kompas.com	7390	10 pages each of them 10 lists of article	21 (70%)	0 (0%)	5 (16,67)	4 (13,33%)	30
*Selected random sampling by shuffling the number of the result of each media, after shuffling of 5 th best media based on the table 1			77 (46,38%)	35 (21,08%)	46 (27,72%)	8 (4,82%)	166 (100%)



Picture 1. Indonesia (National) Media on Jakarta Image Search

However, the image of the Jakarta as the representative of Indonesia as a country and for its citizen and government simply perceived by other countries since the individual level to international grade. There are several observation result in daily encounter with foreign citizens around the world who refer their perception based on what media display accordingly to Indonesia and its citizen particularly. On the other sides, Indonesian people will face duality perception regarding their identity, as a citizen of Indonesia and to see their country identity in this matter.

This small case should be viewed with large and gigantic impact in many relations aspect related to Indonesia and others. Therefore, it is significant to see the data as the reflection of how Indonesian and Indonesia as a nation and other countries deal with in many practices area. National or Indonesia's media organization put the positive or favorable frame on Jakarta as the capital city of Indonesia because of the national spirit, as an effort to instill a sense of pride and patriotism in defending of one's country within the framework of constructive relations for Indonesia, internally. The negative frame by national

media could be viewed by two lenses, first that the objective view by the media to surveil and value the reality as it is, and the second as the autocriticism of Indonesia to evaluate and construct the nation to bring it to the better even the best end of nation. Other interpretations could be given outside these two interpretations, accordingly. However, the image of thing by media supply the significant information to individuals around the world that direct and shape the perception, attitude, and behavior as what happen on Jakarta along the periods of time, until recent time, and so on.

International Coverage: Unfavorable Jakarta [City] Image

Based on the data we can find that International media (table 5 and picture 2) The results in total BBC 39 news article (total approximately 290, 29 layers and every page consists of ten news article); Theguardian.com 14 articles (total 10 pages but every layers consists of plenty of news media layers), CNN.com sample is 20 of 196, Foxnews.com 62 of 1640, nytimes.com is 32 of 9502, and reuters.com is 20 of 688 (all selected randomly and based on convenient manner).

Negative image of Jakarta is the majority from 187 news article (56,68%) or 106. The second is not relevant with topic or Jakarta image (25,13%) or 47 news article. Following with neutral image (10,69%) or 20 article, and the last is positive (8,02%) or 15 news article.

Based on every media, there is no positive image presented or displayed or reported by international media, whilst BBC.co.uk as the highest positive value comparing to another media in giving positive image to Jakarta (15,38%) or 6 news article of 39 (BBC.co.uk) and 6:187 (comparing to total news of the data) is about 3,20%.

Reuters.com is consistently has never report Jakarta to give the face or image of Jakarta. By displaying or distributing not relevant topic with Jakarta. There is no positive, negative or neutral of Jakarta image shows on reuters.com (20 news article, 100% not relevant to represents Jakarta image). Slightly different with reuters.com but in line of the direction that CNN.com the highest report of Jakarta image, the news article shows are not relevant to find the Jakarta image (70%) 14 news article. But we can find CNN.com reporting Jakarta in negative tone appear exactly on the title (15%) is three news article, and two article (10%) are neutral image, and the lowest is positive (5%) only one positive image in one news article of CNN.com.

Almost all international media represent or report Jakarta in negative image in sequence rank are Theguardian.com (78,57%) or 11 news of 14, BBC.co.uk (74,35%) or 29 news of 39, nytimes.com (68,75%) or 22 news of 32, Foxnews.com (66,12%) or 41 news of 62, CNN.com (15%) or 3 news of 20, reuters.com (0%) 0 of 20 news.

Positive image of Jakarta reported by international media in sequence are the highest is BBC.co.uk (15,38%) or 6 news of 39, Foxnews.com (8,06%) or 5 news of 62, Theguardian.com (7,14%) 1 news of 14, nytimes.com (6,25%) or 2 news of 32, CNN.com (5%) 1 news of 20, and reuters.com (0%) 0 news of 20.

Neutral image on Jakarta score in sequence are Foxnews.com (16,12%) or 10 news of 62, Theguardian.com (14,28%) or 2 news of 14, BBC.co.uk (10,25%) or 4 news of 39, CNN.com (10%) or 2 news of 20, nytimes.com (6,25%) or 2 news of 32, and reuters.com (0%) 0 news of 20.

Looking at how the international media portrayed Jakarta as the capital city of Indonesia based on the data we can find and understand that international media that represented by six media which are chosen in this research by random techniques as mentioned above (methodology sub), there are category of media lens in viewing and figuring Jakarta, in positive way, negative, neutral, and not relevant. BBC.co.uk the media which given highest score comparing with other media in this research portrayal of positive on Jakarta related with international event as sport, fashion, conference or the like, for an example it was attached to Barack Obama, one of President of America whose childhood history was part of Jakarta. It is also used by other such as Foxnews.com. Another way of positive image attach to Jakarta image is through international event such as the meeting in international conference of world country as one of the attribute or feature that used by the media like BBC.co.uk, CNN.com, Foxnews.com.

How do international media figure out Jakarta in negative way? Theguardian.com reached the highest score in portraying Jakarta in negative label such as the flood city, sinking city, even the flood that caused of dead of citizens. Having not only bad environment and water management of the city as the natural resources, but also Jakarta depicted by it (Theguardian.com) as the polluted city, inflection frequently happening, earthquake and eruption of volcano effect and skies of Krakatau mountain that

near Jakarta. It seems also as the attribute often used by Theguardian.com in describing or labelling Indonesia’s capital city.

The same with Theguardian.com, other international media as nytimes.com used the mentioned attributes attached to Jakarta as the negative or bad capital city in world. The political problem or conflict event and situation, law process of taking action of violence or criminal that happening in Jakarta, security (unsecure) place describing not safety place to live in, polluted city that very high risk to human health being of unfavorable frame have given by international media to Jakarta. Jakarta has been drawn as most polluted city, the worst capital city in world, overcrowded city, and so on. Also, the negative thing that related or attached frequently to Jakarta by international media that caused by social conflict or problems as attacks and bomb, in several situations identified tightly to religion-based problems or terrorist, or conflict between religious communities.

There are pictures displayed (have portrayed) on the first pages that as the display cabinet of the media and under the title of news article or above the first paragraph. Every news article will be attached to the relevant picture or supporting picture as one package or menu of news article to bring the direction of understanding or image what media want to attract the audience (picture 2).

Table 5. Jakarta Image on the title on International/Global Media Coverage

Media	The news result with the keyword	The image on the title				Total
		Positive	Neutral	Negative	Not relevant with topic	
BBC.co.uk	Approximately 290 (29 layer-pages)	6 (15,38%)	4 (10,25%)	29 (74,35%)	0 (0%)	39
Theguardian.com	10 pages (but there are layers of each)	1 (7,14%)	2 (14,28%)	11 (78,57%)	1 (7,14%)	14
CNN.com	196	1 (5%)	2 (10%)	3 (15%)	14 (70%)	20
Foxnews.com	1640	5 (8,06%)	10 (16,12%)	41 (66,12%)	6 (9,67%)	62
nytimes.com	9502	2 (6,25%)	2 (6,25%)	22 (68,75%)	6 (18,75%)	32
reuters.com	688	0 (0%)	0 (0%)	0 (0%)	20 (100%)	20
<i>*Selected random sampling by shuffling the number of the result of each media, after shuffling of the table 2</i>		15 (8,02%)	20 (10,69%)	106 (56,68%)	47 (25,13%)	187 (100%)

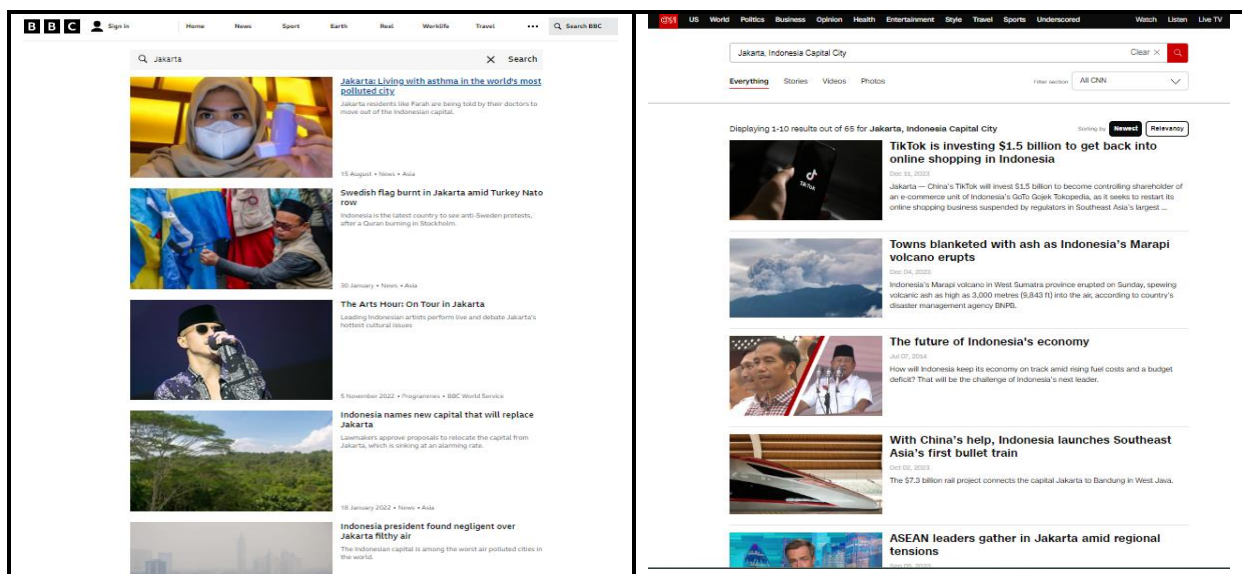
The above table 5 shows that there are at least four value in quantitative score that describe almost in one tone or direction of international or global media when report Jakarta, Indonesia capital city. Four of six media that selected randomly as the sample of this research are displaying Jakarta in negative or unfavorable frame or portrayal (BBC.co.uk, Theguardian.com, Foxnews.com, and nytimes.com), and CNN.com and reuters.com in the same tone giving or framing Jakarta in not relevant direction, neither positive nor negative. In most research scoring, usual neutral value use besides positive and negative value to pose the position between that both scoring.

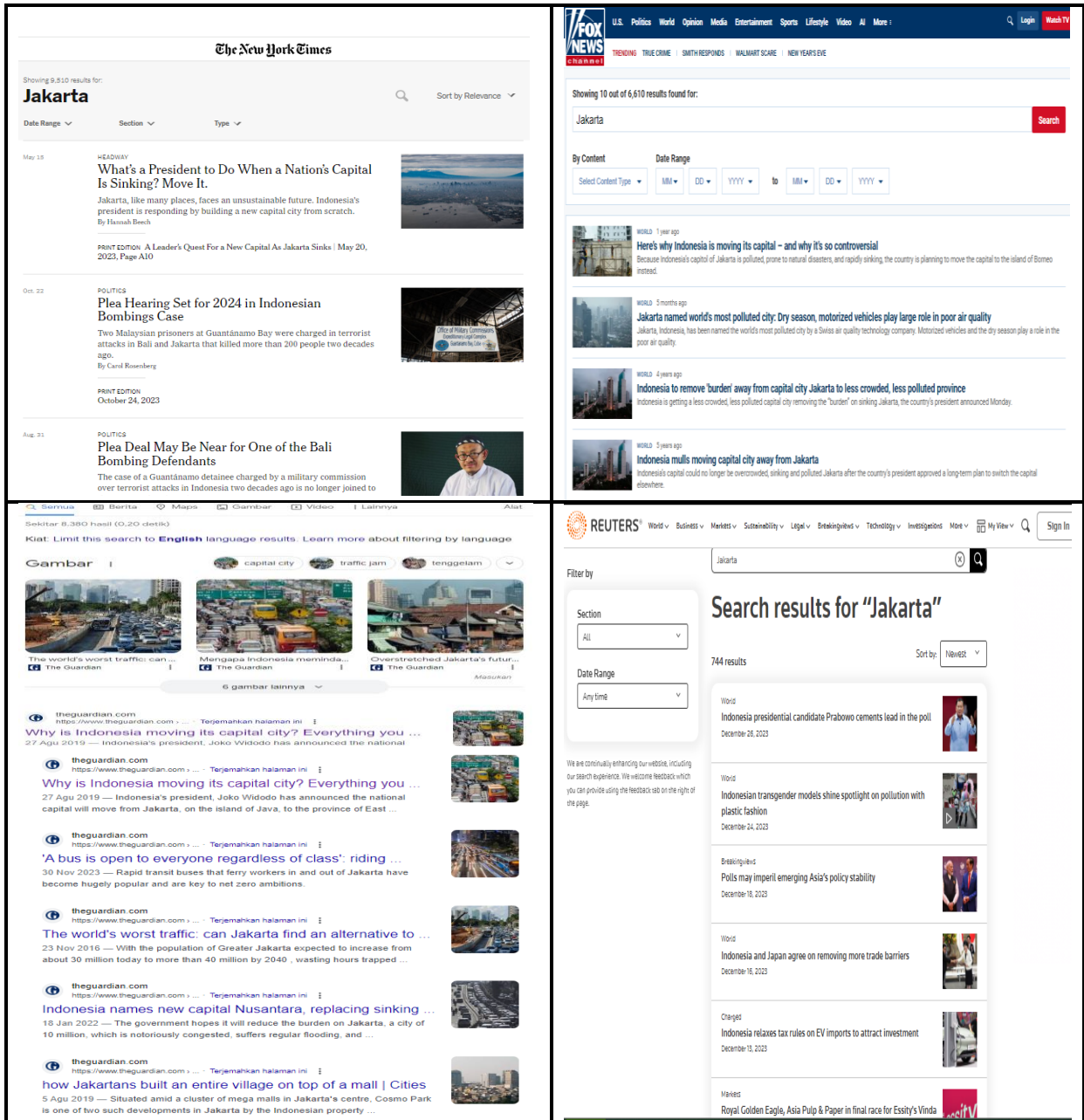
Therefore, the analysis giving the information about the data of reality or empirical evidence then it could be understood easily. However, in this case the not relevant or neutral score might be considered as negative for Jakarta or Indonesian, because the reader or public will not get any related or pertinent information about Jakarta or Indonesian who reside or do any activities in Jakarta. According to another perspective, the information also give or supply perceive or the like to global people and the consequence is they act, think, percept, even behave to Jakarta people or Indonesian in line with or based on the information. And because no relevant information from the media as CNN.com and reuters.com therefore the negative or unfavorable direction seems more dominant supply or come into the cognition of people then become the opinion (bad opinion). As the information theory and anxiety theory, when there is not relevant or enough information people tend to be anxious and negative thinking

or perception construct the opinion as the foundation of people's attitude and behavior in interaction and relationship context.

In short, based on the data (table 5) we can draw or take the big picture of Jakarta that display and coverage widely by international or global media on the bad or unfavorable or disadvantageous image for Jakarta. Moreover, the not relevant could contribute to the value of Jakarta as the capital city of Indonesia that also usually considered by people around the world particularly who have never faced or experienced Jakarta directly. This mean, Jakarta as the capital city or as the significant place or town for Indonesia is considered as the negative city, surely this will impact to many things as in international relationship between Indonesia and other countries in globe, also in economic and business bustles, politics, education, and so on. The picture on people's head around the globe about Jakarta, on media, as Indonesia's representative will bring the way of people to deal with Indonesia in many aspects. The unfavorable image predominantly influences the bad and hostile and detrimental for Indonesian since individual level to more massive or global level. Indonesia should to overcome this situation accordingly.

Looking at each sample of this research data that shows two aspects or dimensions of measurements both quantitative and qualitative, Jakarta on international media has been displayed in various visual portrayals following the corporate identity and style even substantially still let us know the similarity of journalism online style. However, theguardian.com takes the very distinguished style comparing five media in this research when the searching phase done by researcher. As the phase number one of digital or online observation is by using google search and typing the keyword "Jakarta" then the results as displaying on the picture 2 below:





Picture 2. International or Global Media on Jakarta (Using Key Word “Jakarta” in Search Engine)

The search engine results on image of “Jakarta” that represented by international media, as what hypothesized by this research regarding what Galtung’s and his devotees’ claim that the image of the country on the media particularly international or global media will follow the position of the country according in international relations position or lens. Indonesia, the country comes into developed country category based on Gross Domestic Product according to WTO, instead the Human Development Index designate Indonesia as the developing country (<https://kumparan.com/sejarah-dan-sosial/apakah-indonesia-negara-maju-atau-berkembang-ini-faktanya-22hR4W5J1wh/full>).

Looking at the world bank classification, Indonesia comes into upper middle income country in 2023. However, referring international relations side, Indonesia factually still viewed by super power country or western countries as the sub-dominant country that impact on how they deal with Indonesia. It means that the dynamic in international relations need to be scrutinize carefully as what happened to Indonesia in this research case. Several crucial cases in global context that put Indonesia as the part of social global actors swing us to the more complex essence to understand Indonesia as global part. Indonesia that historically well-known as imperialized or colonized country (sub-ordinate or sub-dominated country) moving to the significant continuum as the world country. Contribute many lesson

for global world, including how the image of [capital'] city, Jakarta, that usually represents the country has displayed by global media and national media. This research reflects and designate us the limitation of the data by news media, means the contextual reading on the data being necessary to achieve the comprehensive and proportional understanding of the text and message. Unfortunately, the dynamic or static information that stored and memorized by people around the globe tend to be static, that's why the people's perception on Jakarta follow the media image that have distributed widely previously in long period time. Therefore, the image of Jakarta that examined in this research still significant to be considered as the reference of people's around the world, predominantly.

Comparison of International and National Media on Jakarta Image

Referring to the collected data we can see that international media have different lens in presenting and picturing Jakarta as the object of report or journalism. As what Galtung and Vincent said that category of world as Indonesia that located in Asia continent with historical background of the world as the ex-colonial country, and in previous trace of history placed or painstaking at the third world country have brought about international media particularly west countries as US, UK, and their allies put Indonesia at the favorable position in journalism practice and object.

International media and national media coverage and portrayal on Jakarta as the capital city of Indonesia shows us the similarity and differences. As Hjarvard (2002) sketched that there are two level analysis, micro-level analysis and macro-level analysis that could be explained the perspective related to news process and production. News as the end of media product will appear on the construction of the perspective, which is reflecting the selection process. Based on the first level that what national and international media report as displayed apparently on title, headline, also the picture as the enhancing aspect of the image of the media from on Jakarta bring the reader to ideology or the position of media according to the topic, whether supporting, giving positive value, respecting, or the like or juxtapose. The domination or sub-domination of the object on the media eyes could be identified through the selective words, phrase, paragraph, visual image, or other news elements that displayed on the news.

Framing devices by some authors or keying that promoted by Goffman in identifying in details bringing the reader or society to perceive Jakarta as what kind of the city. International or global media mostly see or designate Jakarta as the not good city in several pieces of problems. Jakarta displayed as the full of problems regarding the natural destruction as flood, polluted city, sinking city that high risk for citizen safety and security.

Related with natural view that news title, headline, also the supporting visual materials appears. As the most polluted city that not good for citizen healthy or cause several lung or respiration illness. As the not good city for people reside in it because the flood frequently happening in Jakarta. Moreover, the flood cause of the dead of citizens.

Additionally, Jakarta also not secure for citizens because numerous criminal actions occurred in Jakarta, the Indonesia capital city. Besides, even Jakarta well-known as the central of business, economy, politic, social, educational, and others bustles in Indonesia, it frequently identified and displayed by international media as the problematic city which is people doing big demonstration specially with chaotic demonstration. Also several criminal, and conflict between groups or communities come into the concern or news topic by international or global media. Overall, the major frame of international or global media on Jakarta is negative or unfavorable image that supply the information to widely public, both Indonesian or non-Indonesian (world people or public).

However, the macro-level analysis that could be elaborated or discovered by departing from the micro-level analysis to the more global or bigger that shown to the news flow analysis. It means that the flow of news in organization and the actors involved in, also where the scope the news are targeted in distribution being part of reading to reach the conclusion whether the imperialism is existed geographically or physically or non-physically. As Sparks has illuminated that imperialism or colonialism nowadays should be examined in distinctive ways, quite different with previous period of colonialism. By ascertaining the domination, power, and partiality or affiliation of interest the practice of imperialism could be explored, described, and elaborated. The negative, positive, or neutral of media frame by national and international media organization to Jakarta as the capital city of Indonesia, which is considered as very related to Indonesian identity might be painstaking of media position in social the interaction terrain.

Conclusions

After perusing all related parts of the research, this research achieved at the conclusion that Jakarta as the capital city of Indonesia constructed or represented by international and national media on different face that appears when each media displayed Jakarta on their news. International media coverage mostly or dominantly in negative tone. Otherwise, national media presenting Jakarta image majority in positive tone even other dominantly display on another face (negative). The positive figure whether used by international and national media on Jakarta image is similar, using several attributes as international event as world leader conferences, world competition in fashion or arts or the like being the positive frame that found attached to the city.

Otherwise there is huge difference quantity and intention between international and national media in giving the portion of reporting or coverage of Jakarta as the capital city of Indonesia, that also well-known as metropolitan or even the megapolitan city. Major international media portrayed or have represented Jakarta in negative manner by stereotyping or labelling Jakarta as overcrowded, sinking city, flood and even flood with dead citizens, most polluted city even cause the dead people, not good for health, frequently happening conflict of political, social between individuals, groups or communities, criminal. Simply identification of the sum up idea of this research, Jakarta is depicted and exposed as the city with full of problems by international media.

However, national media portray Jakarta dominantly in positive tone and stream. As the multicultural city, full of attracting traditional food and place that could be the tourism destination. Also some pictures of dynamic and growing with developing infrastructure and public facility, promising economy, and so on. The pictures that display along with the title on the face page of the media news website might be interpreted as the direction of the media to make the picture in reader's or audience's head about the planned or purposeful image of the city, in this case is Jakarta as the capital city of Indonesia.

On the other hand, national media dominantly report Jakarta as the capital city of Indonesia that come into the discourse of replacement capital city by the current president and the supporter parties, in positive or favorable image or portrayal. Almost all national media frame or construct Jakarta in positive way or image, it could be part of nationalism of media that try to pose constructively, support Indonesia in positive position in international relationship context among world countries. Though one media found constructed in different particularly negative image on Jakarta. This could be interpreted that the media is a part of oppositional movement to the government who authoritative as the ruling actors in Jakarta at the time, therefore the critical even the negative images have given to Jakarta as the consequences of political affiliation movement.

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