

## Analysis of Mass Media Convergence (Case Study of the Shooting of Brigadier J by Former Propam Chief Ferdy Sambo)

Retno Barunawati Ayu<sup>1\*</sup>, Ismi Dwi Astuti Nurhaeni<sup>2</sup>, Prahastiwi Utari<sup>3</sup>

Universitas Sebelas Maret

**Corresponding Author:** Retno Barunawati Ayu

[retnobarunawatiayu@student.uns.ac.id](mailto:retnobarunawatiayu@student.uns.ac.id)

---

### ARTICLE INFO

*Keywords:* Communication, Interpersonal Communication, Mass Communication, Convergence

*Received :* 3 February

*Revised :* 17 February

*Accepted:* 17 March

©2023 Ayu, Nurhaeni, Utari: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

Television as a conventional media is felt to still exist to withstand the onslaught of existing new media. However, currently, the majority of Indonesian people pay more attention to the following information regarding the murder of Brigadier J which involved the Head of the Propam Polri Division, Ferdy Sambo. This can be seen from the results of the Indonesian Political Indicator survey which showed that 76.2 percent of respondents had heard the news that the National Police Chief had announced Sambo as a suspect in the shooting of Brigadier J. Currently, many people have various framing and speculation regarding the mastermind behind the premeditated murder of Brigadier J. From the research conducted using a qualitative approach with the case study method with random sampling technique to 10 respondents who followed the Brigadier J murder case from television, it was found that some Indonesian people tend to assume that Ferdy Sambo was the main mastermind behind the Brigadier J shooting case, while Another assumption is that the public is of the view that Ferdy Sambo deliberately created a scenario to cover up the real incident

## **INTRODUCTION**

The entry of the new media era is one of the most widely used communication channels today, especially by Indonesians to get the latest information quickly and accurately. Information from television can also be obtained without time limitations. A lot of information can be obtained from television, ranging from actual news to entertainment concepts. Television is an electronic system that transmits still and live images along with sound through cables or space. This system uses equipment that converts light and sound into electronic waves and converts them back into light that can be seen and sound that can be heard.

Television as a conventional media, is still considered to exist to withstand the onslaught of new media. Based on the results of a survey developed by Nielsen, television is still in demand and gets the top place of media of interest to the Indonesian people. Audiences generally like television because of its practical character of information and entertainment it presents (Sari, 2016). The development of television followed by the increase in television stations both local and national from year to year and coupled with the increase in quality and quantity makes evidence that television media still exists among the public. The creatives of the television industry never stop exploring and discovering new formulas in airing a quality audio-visual program (Suprihono et al., 2019).

In addition, the transition period of convergence of interpersonal communication into the media era also affects some people's perceptions of the shows that are publicized to the public to reveal information. Television media is competing to provide interesting and updated shows and information through a number of news programs packaged from each TV station. Television programs certainly have a process of transmitting messages from communicators to their audiences. Messages conveyed through event programs or television shows contain values in them, this value is what television stations as communicators try to convey to their audiences or communicants. This message can aim or function in providing information, education, persuasion and pleasing and satisfying the needs of its audience (Dedy Nur Hidayat.2007.P.65). Various types of event programs are presented by television stations.

Every day television stations present various types of programs that are very numerous and very diverse. These types of programs can be grouped into various types, namely: (1) information programs (news) (2) entertainment programs (non news / entertainment). Information programs are then subdivided into types of hard news (hardnews) which are current news reports and must be broadcast immediately. And softnews which is a combination of facts, gossip and opinion. Meanwhile, entertainment programs are divided into five major groups, namely: (1) music (2) drama (3) gameshow/reality show (4) performances and (5) sports (sport) (Morrison. M.A. 2005.P.100).

A number of media are competing to be able to present programs that are interesting and in demand by many people. One of the most popular programs in Indonesia is the news program, which is categorized into 2 categories: hardnews, which contains the latest news reports and must be broadcast immediately, and softnews, which is a combination of facts, gossip and opinion. However, currently the majority of Indonesians have more attention to follow information related to the murder of Brigadier J involving the Police Propam Cadre Ferdy Sambo. This can be seen from the results of the Indonesian Political Indicators survey which showed 76.2 percent of respondents had heard the news that the National Police Chief had announced Sambo as a suspect in the shooting of Brigadier J. This survey involved 1,229 respondents on August 11-17, 2022 with a confidence level of approximately 2.9 percent. So that the Indonesian people have a tendency to watch hardnews shows to follow the latest information related to the case. Executive Director of the Indonesian Political Indicator Burhanuddin Muhtadi explained that the majority of respondents or 77.3 percent moderately believed/strongly believed that Sambo was the mastermind of Brigadier J's murder. Burhanuddin added that the majority of respondents or 75.6 percent believed that Sambo had engineered the death of Brigadier J. On that basis, the public considered Sambo to deserve severe punishment, including the death penalty (54.9 percent of respondents) or life imprisonment (26.4 percent).

Currently, the latest news is rampant regarding several evidences that further strengthen the assumption, one of which is from the latest evidence, namely the disclosure of a WhatsApp group with the 5 defendants, namely Ferdy Sambo, Putri Chandrawathi, Bharada E, Bripka RR and Kuat Maruf who are members in the group, with the group name "Duren Tiga" which was created 3 days after the shooting of Brigadier J and the disclosure of evidence of conversations from Ferdy Sambo with Bharada E which was revealed by Adi Satya who was a digital forensic expert witness at the police headquarters when attending a hearing related to the case at the South Jakarta District Court, Monday, December 19, 2022.

With this evidence, the public has a variety of framings and speculations regarding the mastermind behind Brigadier J premeditated murder case. In his statement, Adi revealed that the conversation was held on July 19, 2022, or exactly 11 days after the shooting of Brigadier J at Ferdy Sambo's official residence in Duren Tiga. Adi revealed that the content of the conversation carried out through the WhatsApp application was about Ferdy Sambo asking how Bharada E was using Ferdy Sambo's account after the news of the shooting case began to emerge to the public.

Meanwhile, from the background above, the formulation of the problem in this study is whether the evidence of private conversations through the WhatsApp application between Ferdy Sambo and Bharada E which is published to the public further strengthens people's assumptions about the main mastermind behind the premeditated murder of Brigadier J. While the purpose of this study is also to find out the perceptions of the Indonesian people related to the evidence of Ferdy Sambo's conversation with Bharada E strengthening people's assumptions about the main mastermind behind the case.

## **LITERATURE REVIEW**

New media are various kinds of communication technology devices that are made possible by digitization and are not only new but also widely available by sharing the same characteristics so that they can be used for personal purposes as a tool for communication (Tosepu, 2018, p. 10) Dennis Mcquail said that the characteristics of new media are interactivity, which means that new media have the opportunity to carry out an interaction between one user and another, while interconnectivity is access to individual audiences, interactivity is a variety of interests for various types of people. Interconnectivity is the relationship between one device and another (Tosepu, 2018, p. 55).

Conceptually, interpersonal communication is described as communication between two individuals or a few individuals, who interact with each other, giving feedback to each other. However, providing a contextual definition is not enough to describe interpersonal communication because every interaction between one individual and another is different. Arni Muhammad (2005: 159) states that "interpersonal communication is the process of exchanging information between one person and at least one other or usually between two people who can immediately know the feedback". Mulyana (2000: 73) states that "interpersonal communication is communication that is only two people, such as husband and wife, two colleagues, two close friends, teacher-student and so on". It can be concluded that interpersonal communication is the process of conveying information, thoughts, and certain attitudes between two or more people in which there is an alternation of messages both as communicants and communicators to achieve mutual understanding, regarding the problem to be discussed which is ultimately expected to change behavior.

According to Defleur and McQuail in Riswandi (2009: 103), mass communication is a process where communicators use the media to convey messages widely and continuously create meanings that are expected to influence large and different audiences in various ways. Communication is a process of receiving and seeking information carried out by a communicator to a communicant using a medium that contains a message to be conveyed to get

feedback according to its purpose. Mass is a large audience. So mass communication is an activity to receive and seek information through mass media (print or electronic) to be shown to a large audience or community.

Media convergence is the integration and joining of several types of existing media to be used and directed toward a single goal. Since 1990 the term convergence has been widely used, along with the growth of digital technology that integrates sound, numbers, text, video, and images. (HS, 2019, p. 315). According to Gunter (2003: 7) convergence can be defined as a communication process by creating and sharing information between one individual and another to achieve a common understanding. So, media convergence can be summarized as the exchange of information to various devices by using technology as an intermediary to facilitate someone in finding information. (Hana & Iswahyuningtyas, 2017, p. 660). According to Gustafsson & Schwarz (2013: 12), convergence is a digital platform product that has physically integrated two or more digital platform technologies to become a common product form. The definition of convergence is increasingly narrowed down to the merging of services that were once separate, including telephone, television, internet, and cable.

If new media brings together processes previously ascribed to the mass or interpersonal domains, theoretical integrity requires us to recognize the essential processes that occur together to influence each other within certain rules. While research on the merging of mass and interpersonal communication often draws on field data, many researchers offer little focus on dynamic communication processes. The most frequently referenced landmark is Katz and Lazarsfeld's (1955) personal influence: This part of the focus in the flow of mass communication, to refine the hypothesis of flow 2 communication, describes persuasive mass messages as influenced by interpersonal relationships. However, the approach to interpersonal communication is quite different from that taken by most contemporary interpersonal communication theorists. The processes attributed to interpersonal relationships can be categorized as the psychological and sociological influences of contemporary dynamics, how individuals construct different messages depending on their goals and communication, how different messages reflect and influence relationships and compliance, and the reciprocal influences that occur between conversations that affect attitude change. Although mass media is associated with mass communication, Gumpert and Cathcart (1986) state that media includes the messages of several communicators. Therefore, the property of media is very important to understand mass communication or interpersonal communication. While large distributions such as television, radio, and print media, the internet, web, and social media have the same role for each individual.

Mass communication is traditionally defined as the unidirectional transmission of messages from a source to a large, relatively unidentified, unknown and anonymous audience (McQuail, 2010). These qualities not only describe traditional mass communication in new media forms, but also describe much contemporary communication by individuals. The relationship between communicators online is a significant factor influencing the interpretation and response to others' messages. Communication differs from impression (interesting or uninteresting), evaluation (credible, interesting, similar, trustworthy). Miller and Steinberg (1975) assert that individuals adjust messages based on knowledge, individual psychology, susceptibility to rationalism and other factors. This approach is in line with the essential hypothesis of "electronic word of mouth" research. Where individuals forward mass-communicated messages to others accompanied by comments that they tailor to the recipient's personality which may be more persuasive than if the original message appeared without comments (Flanaginm 2017).

Capella (1987) also defines reciprocal influence as the likelihood that person A's behavior follows B's behavior, over and above the likelihood that A's behavior would occur without B's influence, and vice versa. In addition, message research in both mass and interpersonal communication involves content, strategy, argument form, language style, and non-verbal behavior following the communicator's objectives. Researchers also discuss how message quality affects emotional, instrumental, relational, and empathic responses.

## **METHODOLOGY**

In this study, the authors focused on using a qualitative approach with a case study method. Because the focus of qualitative research aims to limit research, to avoid and cannot be trapped in data collection in a very general and broad field or less relevant to the formulation of problems and research objectives, (Meleong, 2007). By focusing on and limiting data collection following the problem to be answered, this research will avoid data collection that is not following the desired data. The focus of this research will discuss the analysis related to public perceptions with the evidence of private conversations through the WhatsApp application between Ferdy Sambo and Bharada E which is published to the public will strengthen people's assumptions about the main mastermind behind the premeditated murder that killed Brigadier J. By using the case study method, researchers want to explore what information can ultimately be learned or drawn from a case, both single and plural cases.

In this study, the researcher used a random sampling technique by selecting 10 respondents from the general public who often watched news related to the Brigadier J case. The reason is that currently, the majority of Indonesian people

have more attention to following information related to the shooting that killed Brigadier J involving Police Propam Kadiv Ferdy Sambo. This study was conducted because researchers wanted to know the perceptions of the Indonesian people regarding the existence of evidence of Ferdy Sambo's conversation with Bharada E, which could strengthen people's assumptions about the main mastermind behind the case.

Data were collected through interviews and document studies and analyzed using the interactive model data analysis technique. According to this data analysis technique, four stages must be carried out, namely: data collection, data reduction, data display, and conclusion drawing/verification (Herdiansyah, 2012).

## **RESEARCH RESULT**

As stated earlier, in this study the focus of research is an analysis related to public assumptions with the news of evidence of conversations conducted by Ferdy Sambo with Bharada E in the shooting case of Brigadier J. So it can be seen regarding the presentation that has been obtained in the field from the results of research conducted by the author regarding public perceptions. Of the 10 respondents who have been interviewed, the results show pros and cons, but with the news on television related to evidence of WhatsApp conversations and groups created after the shooting of Brigadier J, some respondents tend to assume that former Propam Cadiv Ferdy Sambo is the main mastermind behind the shooting that killed Brigadier J which occurred at Ferdy Sambo's official residence in Duren Tiga on July 8, 2022. However, some other respondents have the assumption that the fabrication was made by Ferdy Sambo to cover up the actual incident.

## **DISCUSSION**

The research that has been conducted by researchers by conducting Convergence Analysis related to assumptions that arise with the news of evidence of private conversations through the WhatsApp application conducted by Ferdy Sambo with Bharada E, has a variety of framing and speculation of people who watch news about the case through television broadcasts. Respondents who are people who often watch and follow the news of the case tend to assume that the existence of this evidence strengthens the evidence that Ferdy Sambo is the main mastermind behind the shooting case that killed Brigadier J at his home in Duren Tiga. However, some respondents also assumed that Ferdy Sambo fabricated the story that happened. Respondents also highlighted the penalties that should be imposed on Ferdy Sambo ranging from life imprisonment to the death penalty.

## CONCLUSIONS AND RECOMMENDATIONS

Judging from the results of research on public assumptions about the news of the case of the emergence of conversations through Ferdy Sambo's whatsapp account with Bharada E in the shooting case that killed Brigadier J, it can be concluded that the majority of Indonesians have the assumption that former Propam Cadiv Ferdy Sambo is the main mastermind behind the shooting that occurred in Duren Tiga which killed Brigadier J on July 8, 2022. Because of the evidence of Ferdy Sambo's private conversation with Bharada E after the shooting incident was published to the public by the Digital Forensic Expert who was present at the trial.

## ADVANCED RESEARCH

The author believes that this research is not perfect in terms of content and methodology, the authors hope that this research can be continued by fellow readers with more in-depth and structured research studies.

## REFERENCES

- Chairani, T. (2015). *Persepsi Masyarakat Samarinda Terhadap Pemberitaan (Studi Pada Masyarakat Kelurahan Temindung Permai)*.
- Chua, & Hee, S. K. (2018). *An analysis of journalism convergence in legacy media organisations & online news start-ups*.
- Derviana, A., & Fitriawan, R. A. (2019). *Konvergensi Media Massa (Studi Deskriptif Kualitatif Mengenai Konvergensi Media di Republik)*. *Comnews2019*.
- Gushevinalti, Suminar, P., & Sunaryanto, H. (2020). *Transformasi Karakteristik Komunikasi di Era Konvergensi Media*.
- Lathifah, K., & Ismandianto. (2021). *Konvergensi Radio Dalam Mempertahankan Eksistensi di Era Digital dan Covid-19*. *Jurnal Riset Komunikasi*.
- Manning, J. (2020). *Interpersonal Communication*. *Sage Refrence*.
- McMahan, D. T. (2004). *What we have here is a failure to communicate: linking interpersonal communication and mess communication*. *Routledge*.
- R, S., TB, A., R, V., MC, a., JCM, v., & AJ, L. (2020). *Patients' Convergence of Mass and Interpersonal Communication on an Online Forum: Hybrid Methods Analysis*. *J Med Internet Res*.
- Radjili, R., & Radjili, A. (2018). *Analisis Data Kualitatif*. *Jurnal Alhadarah*.
- Sahu, A. (2022). *Nes Media As The New Tool of Democracy*. *International Journal on Transformations of Media, Journalism & Mass Communication*.
- Sholihat, F. (2019). *Jurnal Komunikasi Massa*.
- Simahate, T. (2013). *Penerapan Komunikasi Interpersonal Dalam Melayani Pengguna Perpustakaan*.
- Szabo, L. V. (2013). *Sense And Context : Element Of New Media Communication*.
- Walther, J. B. (2017). *The Merger of Mass and Interpersonal*. *Human Communication Research*.
- Yoedtadi, M. G. (2022). *Model Konvergensi Media Sosial Dengan Televisi di Indosiar Berdasarkan*.