

News Framing of Assets of Trading Victim Indra Kenz Seized by the State

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Abstract

This research aims to understand how the TVOneNews television media constructs news about the fate of the assets of the victim of illegal trading on Binomo, Indra Kenz, being seized by the state. Because Indra Kenz, the victim of illegal trading on Binomo, was judged as a gambler by the judge, and the assets were confiscated by the state. According to experts in the Anti-Money Laundering Act (TPPU), there were no gambling charges filed, only charges of money laundering against Indra Kenz. The purpose of this research is to examine how the "Apa Kabar Indonesia Malam" program on tvOneNews constructs the issue of justice for the victim regarding the judge's decision to label them as a gambler. The research uses Robert N. Entman's framing analysis method and a qualitative research approach with a constructivist perspective. It is analyzed through four elements, including defining the problem, diagnosing causes, making moral judgments, and providing treatment recommendations. Data collection techniques involve video documentation from special reports on the "Apa Kabar Indonesia Malam" program. The research results indicate that mass media is a loaded industry and a business institution that is not always objective. Therefore, the outcomes of mass media, such as TV programs and news texts, are influenced by media personnel and ownership. Here, Putri Viola on "Apa Kabar Indonesia Malam" constructs the issue of justice for victims of illegal trading on Binomo, Indra Kenz, for law enforcement purposes.

Keywords: Robert N. Entman Framing, Illegal Trading, Law Enforcement, Apa Kabar Indonesia Malam, Mass Media

Abstrak

Penelitian ini untuk mengetahui bagaimana media televisi tvOneNews dalam mengkonstruksi pemberitaan nasib aset korban trading ilegal Binomo Indra Kenz dirampas negara. Karena korban trading ilegal Binomo Indra Kenz diadili sebagai penjudi oleh hakim dan aset disita negara. Menurut pakar TPPU bahwa tidak ada pasal judi yang didakwakan, hanya pasal pencucian uang yang dilakukan oleh Indra Kenz. Tujuan dari penelitian ini adalah mengetahui bagaimana program Apa Kabar Indonesia Malam tvOneNews dalam mengkontruksi isu keadilan korban terhadap keputusan hakim yang mengadili sebagai penjudi. Penelitian menggunakan metode analisis framing Robert N Entman dan jenis penelitian kualitatif dengan pendekatan konstruktivis. Dianalisis melalui empat elemen, diantaranya: define problem, diagnose causes, make moral judgement, dan treatment recommendation. Teknik Pengumpulan Data berupa dokumentasi video dari laporan khusus Program Apa Kabar Indonesia Malam. Hasil penelitian menunjukkan bahwa media massa adalah sebuah lading industri, Institusi bisnis, yang tidak selalu objektif. Sehingga hasil dari media massa berupa program acara, teks berita, akan dipengaruhi oleh pekerja pers dan kepemilikan media. Di sini, Putri Viola dalam Apa Kabar Indonesia Malam mengkontruksi isu keadilan korban trading ilegal Binomo Indra Kenz untuk pemanfaat sebagai penegakan hukum.

Kata Kunci: Framing Robert N Entman, Trading Ilegal, Penegakan Hukum, Apa Kabar Indonesia Malam, Media Massa

INTRODUCTION

In early 2022, on February 3rd, Indonesian television mass media reported a case of illegal trading fraud involving Binomo, carried out by Indra Kesuma, also known as Indra Kenz (Chaterine, 2022). Indra Kenz is an affiliate of binary options, focusing on convincing the public to become members and conduct transactions on the binary option application, Binomo. Indra Kesuma frequently displayed his wealth and flaunted his assets on social media accounts, earning him the moniker "Crazy Rich Medan." This display of wealth was a promotional strategy to attract the public to become traders on the illegal Binomo trading application.

Binomo is an illegal online trading platform that offers foreign currency, gold, stocks, and silver. Players are required to guess whether the asset's price will rise or fall, and if their prediction is correct, they are given a profit equal to 80% of their capital. If they lose, their capital is completely lost. In short, this activity is referred to as online gambling disguised as trading. Binomo is not registered with the BAPPEBTI (Commodity Futures Trading Regulatory Agency), and since 2021, its website has been blocked by the Ministry of Communication and Information Technology (Wicaksono, 2022).

Many people are interested in playing Binomo because they see influencers promoting it in their content, especially YouTubers. This is evident on platforms like Tiktok, Instagram, and YouTube. They showcase a luxurious lifestyle believed to be the result of trading on Binomo. For example, Indra Kenz also leads victims to deposit money for trading, enticing users to gain balance when joining the Binomo platform. However, it is known that the profits or trading profits always showcased are only fictitious and have been manipulated in collaboration with others, leading to the blocking of user accounts. Additionally, the victims' balances also disappear (Wicaksono, 2022).

Observing this situation, researchers focus on tvOneNews, reporting on the judge's decision to seize the assets of Indra Kenz due to illegal Binomo trading on November 17, 2022. With this background, the author attempts to examine how tvOneNews online media frames and constructs the social reality of a news event. The author is interested in featuring this news on the "Apa Kabar Indonesia Malam" program because cases of fraud by affiliates through binary option trading are prevalent, as per data collected by the researcher from metronews.com from January 2022 to March 2023. Furthermore, more alarmingly, people are losing their assets to binary option trading due to fraud committed by affiliates.

METHOD

The research method used is qualitative descriptive with framing analysis. According to Neuman in 2013, qualitative research emphasizes the process and the interpretation of social reality, which is not measured in terms of quantity or frequency. Framing is done through the construction process, where social reality is interpreted with a specific purpose, and events are defined in a particular way. As a result, the information conveyed through the media consists of interviews with specific individuals or is presented in different contexts.

RESULTS AND DISCUSSION

Based on the analysis conducted on the coverage of the "Apa Kabar Indonesia Malam" program on TV One via the tvOneNews YouTube account regarding the judge's decision in the

Binomo Binary Option fraud case owned by Indra Kenz, in which all the assets of the fraud victims were handed over to the state. It can be seen that TV One's attempt to construct their editorial view is evident in their choice of three interviewees: the fraud victims, Indra Kenz's legal counsel, and an expert in money laundering (TPPU) law who shares the same opinion as the victims regarding the judge's decision, which they perceive as detrimental to the victims.

Furthermore, during the interview sessions, the presenter continuously steers the questions towards the interviewees' opinions on the judge's decision, even though on several occasions, Indra Kenz's legal counsel redirects the main point of discussion by questioning the authenticity of the victims' data. Nevertheless, the presenter persistently inquires about Indra Kenz's legal counsel's opinion on the judge's decision. In the closing statement, Indra Kenz's legal counsel also expresses disappointment that the legal council was unable to bring Binomo to court. Therefore, it can be inferred that tvOneNews has successfully built a social reality construct that supports the victims, and this is also a framing or editorial perspective presented to the public through consistent questioning and the selection of interviewees.

In conclusion, the overall analysis of the framing of the "Apa Kabar Indonesia Malam" program regarding the judge's decision that did not return the victims' money in the Binomo Binary Option Indra Kenz case in November 2022 shows that the program is biased in favor of the victims.

The analysis in this study focused on the questions posed by the host, Putri Viola, to the various interviewees in the discussion. Putri Viola asked pointed and assertive questions in her own style, incorporating opinions and evidence that had been presented in the opening segment of the "Apa Kabar Indonesia Malam" program. She then sought the opinions of the interviewees. Putri Viola's questions were diverse and not monotonous, tending to press some of the interviewees. When Putri Viola questioned Rizki Rusli, a victim of the Binomo scam, his language was not confrontational and seemed humble. He was asked about the judge's decision to classify the victims as gamblers, even though there was no gambling clause in the charges, only a money laundering charge against Indra Kenz. However, Putri Viola asked Brian Pranede and Yenti Ganarsih why the victims were being judged as gamblers and why their assets were not returned to them individually or seized by the state. Putri Viola emphasized that the victims had not engaged in corruption against the state and had not committed any offenses against Indonesia.

CONCLUSION

In the Special Report "Apa Kabar Indonesia Malam" presented by Putri Viola, during the opening, the presenter emphasized that Binomo is an illegal and unregistered trading platform with the OJK (Financial Services Authority of Indonesia). On February 10, 2022, eight individuals reported Indra Kenz to the Bareskrim Polri (Criminal Investigation Unit of the Indonesian National Police) on charges of fraud, resulting in losses of up to 3.8 billion Indonesian Rupiah.

On February 24, 2022, Indra Kesuma was officially declared a suspect and detained. He faced multiple charges, including Money Laundering and Fraud. Indra was sentenced to 15 years in prison and fined 10 billion Rupiah in the Binomo case. The prosecution requested that the evidence be returned to the victims through the Indonesian traders' association.

Subsequently, on November 16, the Public Prosecutor's Office (JPU) filed an appeal due to the unfair decision by the panel of judges, which ruled that the victims were gamblers and justified the state's seizure of Indra Kenz's assets.

Putri Viola consistently constructed a particular narrative to create a reality. In this case, she focused on the judge's decision to categorize the victims as gamblers and why the victims' assets were

not returned but seized by the state. Putri Viola intentionally framed the discontinuity between the charges brought against Indra Kenz and the judge's decision to classify the victims as gamblers. Her framing process repeatedly pressed the victims' statements. Putri Viola viewed the judge's decision regarding the victims as gamblers as a key factor preventing the victims from reclaiming their assets or asserting their rights.

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