

## Analyzing the Semiotics by Roland Barthes in Making Video about Natural Disaster on the Citizen Journalism

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### **Abstract**

*This study is entitled Analyzing the Semiotics by Roland Barthes in Making Video about Natural Disaster on the Citizen Journalism located in Bandung, West Java Province, Indonesia. This study aims to find out the practical ideology conducted by Citizen Journalism in making a video of the incident. Through this study, it is expected that people watching news do not guess the source of news taken by Citizen Journalism or professional journalists, because all the news informed by both are the same and no differences. The concepts and theories used in this study were the concept of mass communication, mass media, citizen journalism. In this study, the writer used semiotics analysis. From this study, there are some conclusions. First, in the video about natural tornado disaster occurring at SMPN 4 Rancaeke, it can explain how important to take a video of incidents and journalists have an important role in it. Second, various meanings that can arise in the interpretation of signs on the video about natural disasters which do not only reveal a single message about the ideology behind the myths presented. The major information obtained keeps using the ideology of capitalism as an ideology used by stakeholders concerned with the dissemination of information through the media. If it is connected to the practice of Citizen Journalism with the dissemination of information in the mass media, it is very relevant. Third, in analyzing the video of the incident, it was used Roland Barthes's semiotics in the video entitled "Tornado at SMPN 4 Rancaekek". The signs of tornado video incidents are directly visible (denotative) such as Tornado which then led to the interpretation that was constructed (connotative), i.e the event video practice conducted by Citizen Journalism to achieve the research objectives presented and qualitatively described.*

**Keywords:** *Semiotic analysis, video of natural disaster events, citizen journalism.*

### **1. INTRODUCTION**

Nowadays society revolutionize to be an information society. The existence of information is considered as a very important thing. Thus, society always looks for information in various ways in every opportunity they have. The position of information as essential needs is made public to achieve the objectives through the benefits gained. With the fulfillment of information needs, people can expand their knowledge, understand the position and role in society and know what the events are happening around them.

Various incidents and public information are inseparable from the role of mass media in relation to the presentation and interpretation of the event facts. The event is the main object of concern by Citizen Journalism because in daily life in society, an event often comes unexpectedly such as accidents, conflicts, crime, natural disasters, etc. Natural disasters are an event that cannot be known when it occurs. The participation of society in the surrounding environment is necessary to inform the general public while replacing the actual duties of a journalist.

In the process of development, journalism and technology always grow and expands in line to be able to deliver the news to the public through mass media. Citizen journalism is one of the active participation activities undertaken by the society in collecting, reporting, analyzing, and delivering information and news. The development was triggered in 2004, a Tsunami tragedy occurred in Aceh which was covered by Tsunami victims. Proven live news from victims can beat the news created by professional journalists. Here the news is covered using a mobile camera that is taken amateurs by citizens with journalistic values that are automatically recorded.

The role of citizen journalists in this era is very much needed, as professional journalists are not always present and find sources of information that are difficult to reach by professional journalists. Citizen Journalism has become a new media source that is able to bridge or the tool of the general public to express their love or hobbies to the world of journalism as well as as a facility to explore hobbies for those who love the world of journalism. A Citizen Journalism actor uses any camera he has for the recording process tool.

In finding the information needed, the public will access the mass media. Mass media is a journalism tool in preparing information from sources to the public. Journalism is an activity of collecting, processing, compiling, presenting everyday. The main purpose of journalism is to provide the information needed by citizens. In addition, nowadays the internet has also become one of the mass media used as a journalism tool.

The mass media that we often use such as television, the internet, and newspapers. Newspapers are now rarely attracted by people in the present era, because now people prefer to use media that are easily accessible to them such as television and the internet. Everett M. Rogers (1986) in his book *Communication Technology; The New Media in Society*, said that in communication relationship in the society is known four communication eras, namely: the era of writing, the era of print media, the era of telecommunications media, and the era of interactive communication media. In the last era of interactive communication media known as computer media, video text, and teletext, teleconferencing, cable TV, and so on.

Meanwhile Saylor (2002) in his feature of the media, saw the media in a broader context, not only saw the media in the concept of interpersonal communication, but also saw the media as a storage medium, and he saw the media as an information medium. The six mediums of interpersonal relations by Saylor are graphics, text, music, animation, video while storage media are books and papers, cameras, cassette recorders, film and cassette cameras, film and projector cameras, video recording devices and optical disks.

The current society is a society that has more critical thinking power in accepting and seeing what they see around it. The main reason for the writers conducting this study is due to a large number of people who play a role in witnessing an event, and then capture the reporting of news through the media, to present it in the form of news that can be legible, audible, and visible to other society. By using the theory expressed by Barthes, the writer wants to see an ideology in the event video creation made by Citizen Journalism because there is a meaning arising through a sign that can explain behind the event video creation activities.

In Indonesia, Roland Barthes is often quoted his opinion about semiotics (semiology) especially about the concept of connotative or more known as the second order semiotic system. It is derived from the Greek language: *semeion* which means sign. Semiotics is a model of research that pays attention to signs. The sign represents a representative object. The term of semiotic is often used together with the term of semiology. The first term refers to discipline while the second term refers to science about it. The term semiotic leads to the tradition of Saussure followed by Charles Sanders Peirce and Umberto Eco, while the semiology term is more commonly used by Barthes. Either semiotics or semiology is a branch of literary research or a scientific approach that studies the relationship between signs.

Based on the background of the problem, the identification of the problem in this study is "How to practice the video of natural disasters on Citizen Journalism News presentation conducted by citizens who analyzed semiotics according to Roland Barthes?". In news programs that serve the results of Citizen Journalism, the writer wants to represent the view of the public when watching the news show so as not to guess whether it is the result of Citizen Journalism or from professional journalists.

The purpose of this study was to determine the ideology of practice conducted by Citizen Journalism in making the event video. Through this study, it was expected that people who watched news shows were expected not to guess about the source of the news taken by Citizen Journalism or professional journalists, because all the news information both were the same and nothing distinguished them. In addition, this study also expected to understand more about good shots, so that the picture taken were unbiased and the public easily understood the information we provided.

## CONCEPTUAL FRAMEWORK

Communication is essentially the process of delivering thoughts or feelings by a person (communicator) to a person (face to face) or through a media (mediated) with a particular purpose and effect. By going through a medium, messages are communicated to a wide audience called mass communication. According to O'Sullivan et al. mass communication is the practice and product providing entertainment and leisure information to unknown audiences by means of corporate financed, industrially manufactured, regulated by the state, high technology, commodities that are personally consumed in print, screen, audio, and modern broadcasting media (Lorimer, 2002:67). In theory, on the one hand, the concept of mass communication contains a definition as a process whereby mass media institutions produce and disseminate the message to the public broadly, but on the other hand, mass communication is the process

where the message is sought, used, and consumed by the audience. The focus of study in mass communication is mass media.

According to Denis McQuail (2005), the approach to media development theory includes (1) the media should accept and carry out positive development tasks in line with the policy established nationally. (2) Media freedom is restricted according to economic priorities and community development, (3). The media needs to prioritize the contents of national culture and language, (4). The Media should prioritize news and information on other developing countries, which are closely related to geographic, cultural or political, (5). Journalists and other media employees have the responsibility and freedom of the task of collecting information and dissemination.

Then the mass media itself is a medium of communication and information that disseminates information massively and accessible to the public massively as well. 6 mass Media or press can also be said a term used in the 1920s is to coordinate media types specifically designed to achieve a wider community (Morissan, 2009:1). Then Mills (1968:32) pointed out, we still do not believe in the information, until we read or listen to it from the radio. A cliché testimonial that is still relevant to the present condition, where the mass media is regarded as a means of justification for information. This is true ancient opinion before the rise of social media growth supported by communication technology, but in the dynamics of reporting and broadcasting in Indonesia, conventional media still has a strong power in society. According to McQuail (2005:58), "Media operates in public space in the interest of the user, the main activity is to produce, distribute symbolic content, and participation is professional, directed and free value of interest".

Despite the emergence of alternative media and new social media, which conveys the message through a message transmission media device supported communication technology (Biagi, 2005:7), but the conventional mass media, although in the shadows of the threat of democracy, is still a strong reference for society in finding trusted information. Specifically in the context of free and independent media roles, Anokwa, Lin and Salwen, (2003), emphasized the need for an independent press role in supporting the democracy of State life.

The mass media is an institution that serves as an agent of change. It is the main paradigm of mass media. In carrying out its paradigm, the mass media has roles as: a) as an institution of society enlightenment, which its role as educational media, B) In addition, the mass media is also an information media, which is the media that at all times convey information to the public. With the information that is open and honest and correctly delivered mass media to the public, people will be a rich information society, open society will be informed, otherwise people will be an informative society, people who can convey information honestly to the mass media, and C) mass media as entertainment. As an agent of change, the mass media has also become a cultural institution, namely an institution that becomes a cultural mouthpiece, a catalyst for cultural development and an agent of change (Syamsul, 2009:87).

On its way, the involvement of citizens in providing news content is growing rapidly. Where the ordinary citizen on the scene began to record what happened, providing 'raw' documentation which is often very touching because it recorded directly the destruction that occurred from an incident to be shared in general (Zeng et al, 2019:4). The simple elements of Citizen Journalism are: ordinary citizens, not trained as professional journalists, using simple information technology as long as it is connected to the Internet, can cover – a record – write, distribute news on the Internet, has the spirit of sharing information and so on.

One term described above, namely Participatory Journalism. According to JD Lasica compiled the media category of Citizen Journalism into 6 types: 1) Audience participation (such as user comments that are attack on news stories, personal blogs taken from personal camcorders, or local news written by community members), 2) Independent website or information (Consumer Reports, Drudge Report), 3) Pure participatory news sites (oh My News), 4) Collaborative media sites, 5) Other forms of media, and 6) Personal broadcasting sites (video broadcasting sites, such as KenRadio).

It remains uncertain where the term "citizen journalism" came from (Gillmor, 2008). However, it is certain that the term did not exist before the advent of the Internet. Citizen journalism grew in line with the growth of interactive functions on the Internet (The Open News Room, 2011). Tilley and Cokley (Noor, 2017:58) mention that the terms "citizen journalists" and "citizen journalism" appear when individuals or groups that are not aligned with publishers as "professional journalists" begin to collect, edit, and provide news (or publish directly) to material publisher that is beyond the publisher's reach. Typically, these

materials report sudden events, such as fires, collisions, floods, and other disasters, which cannot be attended by reporters who work at the desk due to time constraints, or strange items on the spot.

## METHODOLOGY

Research methodology is a scientific way to collect data with a specific purpose. In this study, the writer used semiotics analysis. Semiotics is the study of signs. In addition, it talks about everything related to it, how its function, its relationship with other signs, its transmission and reception by they which used.

According to Roland Barthes, semiotics can also be called Culture Meaning. It means that semiotics is related to culture. The semiotics approach used in this study came from Roland Barthes. Where the semiotics approach was a discipline that investigated all forms of communication which occurred by "sign" and based on "sign system" (code).<sup>9</sup> In consideration, semiotic media as a whole structure, it sought a latent or conotative meaning (Sobur, 2006:16).

Semiotics does not always focus on the meaning of signs and symbols that are imminent (Saussurean Semiotics) but also on how the meaning of symbols is regenerated in a situation with a broader cultural and social context for the decision of a communicant (Irawan, 2019:480). The semiotic sign is studied individually (microdiscourse) and transferred into sentences (e/nonciation) to tell what is communicated by the brand in a broader cultural discourse (macrodiscourse). Macrodiscourse includes "Voice of Brand" (how the markers and voiced are voiced) and "Positioning Brand" (where the meaning of the brand is placed in a broader cultural context). The aim is to connect brand signs and symbols with broad myths and archetypes drawn from consumer culture (Oswald, 2012).

The semiotics method was basically qualitative – interpretative (interpretation), which was a media that focused on signs and text as the object of study, as well as how the writer interpreted and understood the code (decoding) behind the sign and the text. The method of textual analysis was one of those interpretive methods (Piliang, 2003:270). That way all activities of motion, behaviour, attitudes, verbal and non-verbal expressions were the focused of the writer. On this side, the historical approach cannot be separated from qualitative research. Through this semiotic analysis, the writer wanted to uncover the ideology of meaning and sign contained in the video of a tornado so that the data obtained can explain this one which was uncap by the writer.

The writer made observations based on data obtained from the observation of research objects by observing and analyzing the existing data, i.e. video from Citizen Journalism taken from YouTube, with the topic of the event video. Next, the writer examined the object by observing, analyzing, and recording the audiovisual signs in the Citizen Journalism video which discussed the event. Then, secondary data was data that took from certain sources, where the source consisted of articles on the internet, reference books, scientific journals or the journal which contained the opinion of experts to be used as primary data support.

Roland Barthes applied that something of myth or something which had many additional meanings of semiology system in the second order built before, there was a sign system. The sign of the first system will be the signifier of the second system (Griffin, 2003:358). Barthes analyzed the advertisement based on the messages it contained, i.e.: 1) linguistic messages, which were all words and sentences in the frame of encoded iconic messages. 2) The connotation that appeared in the frame, it worked if it was related to a wider sign system. 3) Unencoded iconic messages. Denotation in the frame of the program being investigated.

## DISCUSSION

From the results of the analysis that has been examined in the video of natural disaster incidents (tornado) that have been released based on a frame by frame, there are many new signs and meanings that illustrate the practice of Citizen Journalism in conducting information dissemination activities by capturing moments or events in the surrounding environment. This discussion section will also be discussed based on the formulation of the problem that has been asked, "How to practice the video of natural disasters on Citizen Journalism News presentation conducted by citizens who analyzed semiotics according to Roland Barthes? ".

It is related to the concept where an event video is part of Citizen Journalism work. Citizen Journalism is required to be sensitive to the surrounding environment by seeing the signs of the object that will be taken. The tool needed by Citizen Journalism is not difficult, nor does it require a high cost in every

practice. It just using a mobile phone and sensitive to the environment around a Citizen Journalism can already do the practice.

Mobile phone or smartphone in this era has become part of today's society. The mobile phone has also become a lifestyle because it can support daily activities. If used properly mobile phones are not only part of the lifestyle and as a communication tool, but it can be used as news or information dissemination through audio visual images or in the form of writing or articles.

Tornado is an incident that occurs with the emergence of the tornado that can be seen only with the naked eye without using any tool. This event video was happening at SMPN 4 Rancaekek, Bandung, West Java. The meaning of the denotation that arises from this video is the emergence of a tornado above the sky that occurs during the hours of the learning process. All students gathered in the teacher's room, with the face of the students who seemed anxious and frightened to be able to attract the soul of a Citizen Journalism to practice recording the moment.

Besides that, the exposure of the denotative signifier was found some connotative signifier, namely a tornado moving has a powerful blowing motion that is able to destroy anyone who blocks it, such as buildings, and plants. It can even get people around. The depiction is part of an event, and it is a sign that can be related to the various meanings and ideologies behind it. Through the analysis conducted by the writer using a significant two-stage theory of Roland Barthes, it has been found the meaning of denotations and connotations behind various signifiers and signified as described in the results of the study.

Through the analysis conducted by the writer using a significant two-stage theory of Roland Barthes, it has been found the meaning of denotations and connotations behind the signifier, and signified as described in the above studies. Furthermore, another thing that wants to be found based on research objectives is the ideology of practice conducted by Citizen Journalism in making an event video. The ideology in the perspective of Roland Barthes is closely related to the emergence of myth. In the video of the tornado at SMPN 4 Rancaekek can be concluded as follows:

Tornado is an incident of a natural disaster which means a call to the society or living creatures around it to be aware and be careful of threats that will harm themselves. This video also talks about people's habits of society when there is an incident that always captures the picture using his personal phone. Habit is a routine that if consistent in running it will have a positive impact. This video was shot in seconds when a tornado hit the school, when the wind hit, and after the event. Then the video practice of this event illustrates where a person's habit of capturing moments and having news values is commonly known as Citizen Journalism. This tornado video at SMPN 4 Rancaekek responded to the study of the video is full of values that contain information elements about an event, through the video practice of events carried out by Citizen Journalism and disseminated through mass media, the public can find out about natural disasters at the school.

Therefore, the role of citizen journalism is needed in this era because professional journalists are not always at the scene of an incident. This myth is the existence of the ideology to be conveyed that in making the event video, it is very clearly visible that the practice of Citizen Journalism in capturing or making videos when a natural disaster event occurs is a positive activity and has a big impact on the video.

Therefore, the video practice of events conducted by citizen journalism into a portrait of the importance of community participation in providing information in the surrounding environment, which could not be reached by professional journalism. With regard to the video practice of natural disaster events are expected to be an activity practice that can help professional journalists' duties in delivering news that comes directly from the environment around the community.

After conducting research on the video of natural disaster incidents occurring at SMPN 4 Rancaeke. The writer hopes that this study will be useful and can provide knowledge of the importance as society when more concerned on the environment about an event that is happening, and the writer provide suggestions so that the objects under study by the writer can be benchmark for making a video of journalistic works much better and more creative. In addition, people are expected to take points on how to take good pictures again so that the watched audience can understand the content of the message conveyed. Not only recording when an event occurs just for the sake to capture a picture of the event. But understand what message will be conveyed through the picture created, and want to move to do not just enjoy the picture when it is displayed through the media.

## CONCLUSION

From the results of the study, the video practice of natural disaster incident conducted by citizen journalism through the video of tornado at SMPN 4 Rancaeke, Bandung, West Java, using the theory of Roland Barthes, the writer has given conclusions that referred to research objectives to determine the ideology of practice that Citizen Journalism has done in making the event video. Finally it was found four conclusions.

First, the video of a tornado natural disaster occurring at SMPN 4 Rancaeke can explain how the significance of the video practice taken has an important information where the role of a journalist is very useful in Journalistic practice activities. It looked like a man who captured pictures in seconds before the incident until the natural disaster to devastate the school buildings. This video could be used as an example of Citizen Journalism practice if there was no video like this existed, how we knew the actual process of events. A professional journalist may not be able to carry out this practice, it was usually just a professional journalist relied on the picture after the incident occurred and added with the opinions of witnesses around the incident. With videos like this, the actual events can be informed based on actual events rather than relying on public opinion. Because these opinions can be an opinion made by exaggerating or reducing the actual information.

Second, the various meanings that can arise in the interpretation of signs in the video of natural disasters which was not only revealed a single message about the ideology behind the myths presented. The main message obtained was to use the ideology of capitalism as an ideology used by stakeholders who were interested in the dissemination of information through the media if it was related to the practice of Citizen Journalism with the dissemination of information in the mass media that was very relevant.

Third, in the video practice analysis of incident using Roland Barthes's semiotics in the video entitled "tornado in SMPN 4 Rancaekek", the signs of tornado was directly visible (denotative) such as a tornado which then led to interpretations that was constructed (connotative) i.e the video practice of events conducted by Citizen Journalism to achieve the research objectives presented and qualitatively described.

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