

RACISM AND DISCRIMINATION ON INDONESIAN SPORT (HOW ONLINE SPORTS-THEMED MEDIA SHOULD APPLY SOCIAL RESPONSIBILITY TO STOP SARA DISCRIMINATION)

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A B S T R A C T

As the fourth biggest country in the world, Indonesia consist of a lot of people with different background on their society. With 1340 ethnics in the country, two race, and six believed religion, Indonesia has become one of the most diversity country in the world. There are some side effects of this diversity, one of them are different appearances that coming from the minority people to the majority people, or conversely. Racism, ethnic discrimination, and religion discrimination already incurred on difference spheres of life, and sports also become one of them. Racism on Sport already happen for a long time in Indonesia. Racism in football usually happens some supporter fight when Javanese Football club against Papua's football Club. Because of race differentials, some supporter give mockery on Papua's player, which usually have darker skin. Another improperly act also seen by ethnic discrimination when Chinese ethnic lose some trophy on badminton. When some athlete do not play good for the country in big sport event, Indonesian people will mock them by the religious affiliations. This research believe that racism and discrimination act was coming from the media impact, that seen and read every day by the society.

The aim of this study is to see what step of online sports-themed media in Indonesia does to fight against racism and discrimination. The step which is used by sport media can be useful for other make anti-racism strategy that given form the media. By looking at the news that has racism in sport content, which ever been release and views on online and print media Indonesia, we could probe deeper into the media's understanding on Racism and SARA discrimination. The understanding from the sport journalist also can make a great point of view to prove that some media have not run well their social

responsibility. This study use in-depth interview on sport journalist as the main methodology technique in collecting data, to ensure the validity of the data.

KEY WORDS : Racism, SARA Discrimination, Sport, Media, Indonesia
Theme: Art, Media, and Religion

BACKGROUND

As the fourth biggest country in the world, Indonesia consists of a lot of people with different background on their society. With 1340 ethnics in the country, 2 races, and 6 believed religions, Indonesia has become one of the most diversity country in the world. There are some side effects of this diversity, one of them are different appearances that coming from the minority people to the majority people, or conversely. Racism, ethnic discrimination, and religion discrimination already incurred on difference spheres of life, and sports also become one of them. Racism on Sport already happen for a long time in Indonesia. Racism in football usually happens some supporter fight when Javanese Football club against Papua's football Club. Because of race differentials, some supporter give mockery on Papua's player, which usually have darker skin. Another improperly act also seen by ethnic discrimination when Chinese ethnic lose some trophy on badminton. Ironically, the person who usually contribute medals for Indonesia comes from Chinese ethnicity. When some athletes do not play good for the country in big sport event, Indonesian people will mock them by the religious affiliations.

Why does it call complexity of racism? It is because in Indonesia, the government already establish an acronym for this issue, called SARA. SARA means ethnics (Suku), Religion (Agama), race (Ras), and inter-group (Antar Golongan). This study believe that racism and discrimination act was coming from the media impact, which is seen and read every day by the society. Especially nowadays, when online media has already bounded on every people's life.

In Indonesia, racism issue start to spread in 1998, after the reformation era. People start to speak up their mind about everything, after locked up with dictator era for 32 years. However, racism and SARA issues start become a trending topic in president election 2010. In sport area, racism issues also blew up in 2000, after Sydney Olympic event. It happened because Indonesian were angry about the country achievement in the event, and they blame the Indonesian athlete, with Chinese heir, that did not give a lot of medallion for the country. In 2001, there was a big fight in league match between Papua's football club and Javanese football club. The fight also killed several people, and made the football parties stop the league until 2002.

Some sociology and psychology study, always see the problem of the racism and stereotyping development starts within the society. In which the

family and the culture that start the issues of racism with other race and start make discrimination to other religion and ethnics. In communications study, some study believe that racism also can start from the media. Media become the medium that spread the information and message. In this case, the racism start from a little message and blow to become an issue that everyone start to talk about it. This study make a start assumption from an early content analysis from some sport news in Indonesia's online media. There is no literation and content limitation in the sport news, especially in every racism issues on online media.

RESEARCH QUESTION

The aim of this study is to see what step and formula of media in Indonesia does to fight against racism and discrimination. The step and formula which are used by media can be useful for making anti-racism strategy that is given from the media and later on will be seen by the government. By looking at the sport news in Indonesia online media which contains racism, we could probe deeper into the media's understanding on Racism and discrimination. The understanding from the journalist about media social responsibility theory can make a great point of view to prove that some media have not run well their social responsibility. This overall goal will be pursued by addressing the following questions: "How journalist in Indonesia perform their social responsibility to the society by giving complexity of racism content while write the sport news, and also how media by their head editor filtrate the sport news which contain complexity of racism to Indonesian society as their consumer? "

ASSUMPTION

This study assumes that journalist and media in Indonesian, especially online media, has an important role in shaping complexity of racism on Indonesian sport. The ideological motivation from the media have strong relations with the social and political contexts, and it is influencing how the media write, broadcast, and uploading the racism news on their news. This study also assumes that some journalist and top media management (the head of editor) in Indonesia do not apply and perform their media social responsibility to the audience and reader when they delivering news about complexity of racism on sport. Even though every media, needs to make and deliver a good news, or making a bad news to be visible as a good news. This study also believes that the absence of media literacy on delivering racism content on sport news, also received attention from the stakeholders, like the press council and the government. By knowing that the journalist and media in Indonesia not yet perform their social responsibility to the audience, the researcher assumes

there is no Anti-racism strategy which has been made by the government and supported by the media coverage.

Objectives

This study try to contribute to the understanding of racism that happen on Indonesian sport. By giving the mapping racism that happen in Indonesian sport like football, badminton, and boxing (three most popular sports in Indonesia), and giving some examples of sport news from the media that contain complexity of racism, this study aims to see what step and formula of media in Indonesia does to fight against racism and discrimination.

Other purposes of checking the application and implementation of media social responsibility by Indonesian media and the journalist is to prove that media in Indonesia not yet have a good media literation on racism content. This has an impact to the society understanding about racism. With no clarity from the racism content which is broadcast or displayed by the media, this study also give a new study to racism studies on sport news. In the racism study and Asian sport context, this study try to uncover error role from the media. In many studies, racism is seen only from the perpetrator and the victim, or how the history of racism can occur in that country. Meanwhile, this study trying to give another point of view to see the origin of racism and how to destroy it, by using the media social responsibility. Finally the researcher hope that the findings from this study can inspire the media to start a good content literacy about racism in a better way and inspire the government to make an anti-racism strategy on sport together with the media.

Methodology

This study will use a variety of data collection methods: document readings, in-depth interview. The reading of the document in the form of archive is conducted by collecting data such as news, research, polemic, memoir or other records as the main artefacts. The archives that will be collected are some kind of records related to complexity of racism in Indonesian sport since 1945, the year which Indonesia was declared free. The search activity will be done by browsing related keywords and searching from many archive centers (national library and archive Centre).

Using in-depth interview as the main methodology technique in collecting data. Interviews will be conducted to significant parties such as a journalist and editor in order to provide the narratives of the archive which is important for further discussion This study will be focusing on online media; news website in Indonesia. The online media will be represented by one media chief of editor and one senior journalist. Before conducting the in-depth interview researcher needs to do a content analysis study to determine

top five media in each subject which have the most racism and discriminations sport news among all mass media in Indonesia. Content analysis of online media news will be conducted to see the ongoing implementation of social responsibility from the journalist and the chief of editor.

Literature Literatures

1. Stereotype As The Key To Racism

Before talking about the definition of racism, there needs to be a special understanding of some of the elements that shape how racism can spread in every thought. There are two major elements of stereotypes and prejudices. On a conceptual level, stereotypes are terms that used to refers negative or positive advice to individuals based on the membership of a group of people, or a negative image that attached to a particular out group (Jandt, 2004). Stereotypes are also a cognitive structure that contains the knowledge, personality, and expectations of the person perceiving a particular social group. Stereotypes have two types, positive and negative stereotypes. For example, positive stereotypes can be attached to a group of Chinese ethnic, when people talk and see about how struggle they are in their business. The Stereotypes are, people of Chinese will be more resilient, diligent, and able to work hard, meticulous, and have a good work ethic. It is an example of positive stereotypes. Otherwise, if we talk about African Americans, or have African descent, then there will arise a negative stereotype related to militant of struggle for the right of equality they believed (Martin & Nakayama, 2010).

Stereotypes is a form of perception at a glance generated from the thinking of a group who expand widely. So, it makes stereotypes are understood as narrow thinking. If the stereotype is negative, it will quickly become a threat in ensuring communication. Precisely intercultural communication. This happens because, stereotypes tend to over-generalize the characteristics of a particular group of people (Samovar, Porter, McDaniel, 2009). The explanation shows that stereotypes become very rigid and unfavorable if viewed in a narrow glasses only. It will lead to a tendency that people will remember the information which supports a stereotype, but forget about the bad information that makes conflict to people (Martin & Nakayama, 2010). Stereotypes will be dangerous if it attach to everyone in connection with a certain group and the message that has been spread is the negative stereotypes.

Stereotypes are believed to prevent a good communication. This is because stereotypes are something that is overly simplistic, over-exaggerated, and highly generalizable. Stereotypes are also believed to distort reality, because it is based on assumptions that are not always true. In addition stereotypes are also resistant to change, because stereotypes are developed early in life, and will continue to be repeated through in-groups (Rahardjo, 2014)

2. Prejudice As The Elements of Discriminations

After dissecting the meaning of stereotypes, we will found the connection with the meaning of prejudice. Prejudice refers more to an irrational or hateful understanding of a particular group, race, religion, or sexual orientation. Prejudice and stereotypes are interconnected because they make individual judgments on individuals based on the perceptions of their group members (Jandt, 2004). Clearly, stereotypes produce long-standing perceptions and views about a particular individual or group, but prejudice has a sharper association, because it creates a feeling of hatred that is perceived in a narrower and deeper way.

Understandably, prejudice has a definition as an attitude, tends to be negative, towards a cultural group based on little or no experience at all. Prejudice is a deeply negative feeling. So that raises sentiments that tangible anger, fear, hatred, and anxiety (Martin & Nakayama, 2010). The form of the expression of prejudice can be seen in several ways. Some are direct, vague, indirect. Gordo Allport (in Samovar, Porter, McDaniel, 2009) succeeded in dividing prejudices into five different forms: antilocution, avoidance, discrimination, physical attack, and extermination

One form of prejudice is discrimination, which is more rejection but in a larger and more massive stage. Typically, denial attempts will occur within the scope of work, settlement, political rights, educational opportunities, places of worship, and other social institutions. This mass refusal will be aimed simultaneously to all members of the group who are suspected of being negative or bad. In the case of discrimination, it can be analyzed, that stereotypes and prejudices together form a fanaticism to hinder the occurrence of communication. And when discrimination replaces communication it will show a very profound expression of anger and hatred.

3. Racism As The Top of Hate Doctrin

Having understood the meaning of the discriminating supporting elements will lead to the meaning of racism. Neulip (2006) explains that racism and ethnocentrism are related to each other. Ethnocentrism refers to the degree to which one understands the culture superior and can serve as a benchmark for other cultures, then racism refers more to the belief that a racial group is superior and the others becomes very inferior. The difference that can be observed is that in ethnocentrism, the superior group does not create an inferior view of the other group, but only considers that its great culture. But in racism, it would appear that a group has a very low ability, and will generate an inferior feeling for the victims of racism. Being ethnocentric, but not racist is something that can happen.

Racism can also be understood as a policy, practice, beliefs and attitudes that distinguish characteristics or status against each individual based on their race. Racism includes not only prejudice, but also the use of force against racially based individuals. Racism can be done consciously or unconsciously, intentionally or unintentionally (Jandt, 2004). Based on the meanings, racism can be defined as an attitude based on the characteristics of superiority and inferiority, an ideology based on human degrees, containing discriminatory attitudes that lead to the claim of a race superior to other races. This often happens in multicultural societies. In addition, racism is also described as a notion that rejects something of a society based on other races. So that the rise of white supremacy more than the non-white skin, which leads to the loss of non-white citizens. Then it can be deduced that racism arises in a society that still holds the majority and minority superiority, and in minority societies there are biological abnormalities in general. So from there, the idea of racism that rejects a society class based on its race was arised.

4. Media Social Responsibility As A Reference in Every News Writing

In general, the concept of media responsibility is always linked with the social (which means to the public), so it becomes a separate term, namely social responsibility media. Historically, the responsibility of the media, create from a separated theory known as Social Responsibility Media Theory, first coined by Robert Hutchins (McQuaill, 2010). The birth idea of social media responsibility is to establish the right standards for journalists and the media in generating news. This theory develops with one aspect that involve the supervision of media owners as well as government and the public in monitoring the content of news. The theory of media responsibility, produced some of the following subjects (Schramm in McQuaill, 2010):

- A. The media must have a responsibility to the community and media ownership should win the trust of the public.
- B. Media must produce honest, accurate, balanced, objective and relevant news.
- C. Media must be free and self-regulating.
- D. The media must follow an approved code of ethics or standards and adhere to professional conduct.
- E. In certain circumstances, the government has the right to organize.

The five pillars are developed, and generate a code of ethics for the media and the perpetrators of the journalist. In Indonesia, we know the code of ethics in which journalism overshadow the ethics and standards that must be applied by media owners and professional journalists.

Severin and Tankard, (1992) reveals that the essential difference of media in social responsibility theory is that the media must carry out its

responsibilities, otherwise the public will quickly and apprehensively sense media irresponsibility. So in this case, the media will always be monitored by public opinion, consumer action, professional ethics, and, in the case of broadcast media by government regulatory bodies. But in reality, the responsibility of the media is difficult to be operationalized, due to the complicated tug-of-war between the interests of the government and the owners or journalists engaged in the media concerned. If the government intervened in formulating the functions, duties and authority of the media as an expression of responsibility, then this system turned into authoritarian. On the other hand, if journalists and the media themselves formulate independently, the system moves toward the liberals, which are sometimes difficult to be control.

At least, Dennis McQuaill's views try to reopen how the media should behave in conveying messages and information. The responsibility of the media, belongs to the media. Negative impact given directly to the public, can lead to a public distrust the media. So if the issue of racism and SARA discrimination remains raised by a media, then the media should provide preventive information in tackling racism.

In Indonesia, the government has tried to apply the responsibility of the media through the creation of the Journalistic Code of Ethics, which in some chapters has clearly set the prohibition of creating news content containing SARA elements: racism and discrimination. In the Indonesian Journalism Code of Ethics edition year of 2008, the prohibition of the news that resulted in the breaking of the nation, and offending a person in the form of humiliation on behalf of the tribe, religion, race and interclass is set forth in subsection number 2. Whereas in the Code of Ethics established by the Alliance of Indonesian Journalists, prohibition to write and broadcast content containing discrimination and SARA set forth in subsection number 10.

Similar to print media, in broadcast media through P3SPS (Pedoman Perilaku Penyiaran dan Standar Program Siaran) triggered by the Indonesian Broadcasting Commission in 2012, expressly prohibits media players from reporting content that could interfere with national unity, through the content of hate and SARA. This is clearly stated in Chapter IV which contains 3 different subsection, number 6, 7, and 8. While in the online media coverage, the prohibition of content containing SARA elements is clearly stated in the Act of Information and Electronic Transactions (UU ITE) in 2012. The prohibition on the loading of SARA-filled content, clearly written in chapter VII of prohibited conduct, is defined in subsection number 28, paragraph 2, which explains that everyone is prohibited from intentionally spread some information that contains discrimination on ethnic, religious, racial, and social class.

The forms of media responsibility was written and announce in high standards, as well as the code of ethics for media owners and media actors. But, the classic problems that arise is the media will be competing to create

news that contains elements favored by the public. However, it can not be denied that news that contains elements such as racist harassment, ethnic or ethnic discrimination, to the pollution of a religion, is still a high interest in the eyes of society. If we are looking at media relations and community, it will be seen in media function that the media is also required to always satisfy the public needs.

DISCUSSION & RECOMMENDATION

1. Racism and Discrimination on Indonesian Sport

Sports is also become a way of proof to see the domination from a nation to the world. The Olympics, which is an inter-nations sporting event, is one example of how a nation desires to dominate the sport to show their strength as a nation (Nopembri, 2008). As Coakley (2001) points out, sport not only reflects this influence but is also a way where people challenge the dominant form and belief of race and ethnic relationships in society. Racial and ethnic dominance in sport has occurred in the past few years. For example, the face of professional sports in the United States has changed dramatically over the last 50 years through the entry of African, American and Latin American athletes and their dominance in certain sports positions (Woods, 2007). A few years ago, white male dominates a sport like Basketball and American Football, but nowadays have been replaced with dominated by black athletes. NBA became the evident of that, black people became dominant, compared to players who had white skin the original color of basketball game.

In Indonesia, the dominance of Chinese-Indonesian ethnicity in Badminton sport, has made history on Indonesian sport achievement. From Rudy Hartono, the All England champion to Lilyana Natsir, an Olympic gold medalist, is a Chinese-Indonesian badminton athlete who has given pride for the Indonesian nation. Indonesia is the fourth largest country in the world, which has a population of approximately 230 million people, has ethnically diverse tribes with different characteristics. This diversity can be a positive, as well as negative, potential. It will be positive potential if the diversity can be put together in the right way without any splits. Therefore, we need a strong unifying tool. Sports today has become one of the unifying tools of race, ethnicity, and tribe in the world, including Indonesia. The Olympics as a world sporting event has contributed considerably to the growing sense of community solidarity with races and ethnic minorities.

Nowadays, sport has become the part of the world's societies and cultures, as revealed by Coakley (2001) that "sports clearly are important parts of cultures and societies around the world." One of the steps that have been done by the founders of Indonesia is to organize a national sports event, called the Pekan Olahraga Nasional (PON) which held every 4 years. PON has

contributed to the integrity and sense of solidarity on Indonesian people which consists of different races and ethnic groups. The variety of races, ethnicities, and tribes in Indonesia allows for the dominance of one race, ethnicity, or tribe in sports, which indirectly start a competition.

As a country that consist of various racial and ethnic groups, malay race is the dominant race in Indonesia. The other racial groups also appear with their achievements in various fields. The emergence of racial and ethnic minorities in Indonesia as a result of the cultural assimilation of several nations with Indonesia itself. The process of cultural assimilation also occurs internally in Indonesia through the mixing of existing tribes with various processions. We may recognize the existence of ethnic Chinese-Indonesian (Chinese), Arab-Indonesia, Europe-Indonesia, and even Indonesia has a race of people with characteristics such as blacks in America, namely Papua. The participation of racial and ethnic groups in Indonesia in sport has shown much improvement, especially after the movement “memasyarakatkan olahraga dan mengolahragakan masyarakat” (Nopembri, 2008). The freedom that Indonesia give to race and ethnicity to participate in sport has changed the face of Indonesia to be more lively and is expected to contribute greatly to nationalism.

The dominance of racial and ethnic groups in sport is demonstrated through the achievements they have achieved. Majority and minority racial and ethnic groups within a country do not participate in all sports. They choose certain sports branches that they think fit the nature and characteristics both physical and psychologically. For example, blacks in America are considered to have better physical characteristics than white people. So they will choose the sport has shown their dominance from the side of the physical (Maguire, 2002).

The achievement of a sport by an athlete shows the strength of a race or ethnicity. In last ten Olympic edition, the Asian races led by China, Japan and South Korea have been able to distract the world. China as the biggest population country in the world has been able to show their dominance in sports, such as gymnastics, badminton, swimming. Otherwise Japan and South Korea have been able to penetrate the world cup of football. It is true that the physical appearance of Asians is different from Europeans, but their speed and motivation in the field can not be defeated by Europeans.

The nature and characteristic of an individual is very influential on the achievement on sports. Ethnic Chinese-Indonesian proved to have an amazing ability in addition to the economic field also they excel in sports. Chinese-Indonesians become very dominant when they offer outstanding achievements in the arena of Badminton Sports. Their appearance in the field has their own ethnic characteristic. Persistent, tenacious, disciplined, willing to walk, and able to survive with minimal needs are some of the properties possessed by heredity from their ethnicity (Nopembri, 2008). Differences in racial or ethnic characters in Indonesia, should be encouraged to show that

sports, can be a unifying tool of the nation. However, behind the efforts of nationalism through sport, problems is also seen form the case of racism in Indonesia sport. From the football, in 2007, Alex Pulalo became a case that was quite often discussed due to ridicule he received from Deltras supporters, and re-occurred again three days later by supporters of PSIM Yogyakarta. Ridicule and whistling are given, more because Alex Pulalo is a Papuan offspring, who have black skin (Kuntjoro, 2016). The irony is, Alex Pulalo is a national team football player, who often defends Indonesia in regional championships such as the SEA Games.

Racism is a thing that need to avoid and look for a way out. If Sport is seen from a sociological perspective, then we will discuss the individuals and groups involved (Nopembri, 2008). An individual participating in sports is a representation of a group of people who share the same traits and characteristics, and will be passed down from generation to generation and sometimes have unique and interesting signs. The dominance of a racial and ethnic group in sport is demonstrated through the achievements they have achieved in the event. Similarly, the problem of racism, which starts from stereotyping. Stereotypes also come from the inner group that will continue to grow and embedded in every thought for generations.

Mike Sleep, in his book *Social Issues in Sport* (1998), tried to understand the problem of racism suffered by minority groups, especially Asian people in Europe and America in the sport areas. Mike Sleep tries to write it through one big action that must be done to fight racism, namely: Social Integrations. The main action is by showing social attitudes to every person in the sport team. This may apply to the superior side of the player (of the majority group) or from the inferior (minority) side. Social integrations are expected to favor merging with superior or inferior groups, and if minorities gain a success in sport sometimes try to share happiness with the majority. However, the discovery of Mike Sleep can still be refuted with the creation of an appropriate anti-racism climate in the sports area. An action that makes it possible not to create racism, is early education which is also intended for elementary school children. As well as understanding the media in writing the right news that contains elements of discrimination and racism.

2. The Application of Media Social Responsibility in Online Sport-Themed Media

The public make online media become media darling, which was used by all the people. The use of analog media, has begun to be abandoned by switching to online media. The development of online media also create a variety of media with different themes, one of which is media with sports theme. Online sports-themed media began to enter Indonesia in 2005 through a special edition of goal.com created in the local language, and can be enjoyed by Indonesian

sports lovers. The development of online media with sports themed is also followed by detik.com which created its own rubric detiksport.com and then followed by the birth of online media-based supporter, such as simamaung.com under the auspices of bobotoh Persib Bandung (Anshari & Prastya, 2014). In fact, with increasingly easy to create online media, many supporters of football clubs in Indonesia are competing to create online media sports with a specific theme, by discussing all the information from their favorite club.

The online sports-media competition in Indonesia has helped create an antithesis that can hurt the main function of the media, as an accurate message giver to the public. The issue of the quantity of news that takes precedence over the delivery of quality news becomes a problem in itself in the new media era. The abundance of online media that comes, raises the imperative of to quickly get some reader for the realization of a stable economy on the media's life. Readers who quickly see the title page of an online news, will give a big profit to the media. The data that tells the amount of viewers can be sold to advertisers. This concept is known as the click-through view.

Competition raises the fastest news into an obstacle to getting reliable news and achieving the right accuracy. Especially in sports news. The update sports game, forcing online media to bring up scores or match results without creating the right flow and news content. In today's fast-paced information era, the sharpness of the reviews on sports news gets tarnished. The end result becomes the main selling, and putting aside the real reviews into the power of news, that is the sharp and detailed information.

The other side of online era's birth, is the dogma "everyone can write". The power of the Internet that removes strong boundaries in the mass media, widely used by citizens or the public to participate in journalism activities. The appearance of the term citizen journalism also raises many pros and cons on the development of journalism itself. Public freedom in accessing and participating in writing or postings that smells of journalism, raises the opinion that the responsibility of the media itself began to eroded. The ideology that promoted by the media in providing appropriate information to the public, has been twisted by profits with the inclusion of writings and public coverage, which is not actually trained to be a journalist. The media function that pushes the message to arrive, begins to turn into how to get the message up quickly. Another issue that can arise is the ethical issue in the delivery of news. This sometimes reflects the nature of reckless media, which is starting to race up to blow a news. Sometimes mass media are expected to be pioneers, also faded in preaching information to the public. The reason for the quantity and speed of news, often cover up the quality that every media should have.

In addition to functioning as a messenger to the public, the media is also required to answering the social issues that develop in the public sphere (McQuaill, 2010). In carrying out its function, a media, obliged to make the public as the first subject that must be continuously supported. Making the

public as a reference, requires media skills in answering the issues that are always a question of society in every media's policy. The first issue concerns the structure of the media, which involves the freedom of publication, the plurality of possessions, the universal reach, and the diversity of channels and shapes. A second issue that also serves as a reference is media content, which usually includes the diversity of information, opinion, and culture. In addition, support for public order, quality of information and services, support for democratic systems, also must respect international obligations and human rights, and the most important is to avoid issues that are harmful to society. In addition, the third issue is also a matter of prohibition for the media, which is more in the form of respect for individual rights, prohibited to create harm to society, as well as harm to certain individuals. (McQuaill, 2010).

From the two major issue categories, it can be analyzed that in the structure criteria, there is an emphasis on the last point: the diversity of information content, opinions, and culture. It is intended that the media have the obligation also highlight the series of diversity contained in the tribe and culture of Indonesia. Media channels, expected to be open to new ideas and also provide appropriate access to minorities (McQuaill, 2010). While in the second category, the emphasis is on the content side fulfilling the international human rights responsibility, in which there are issues related to racism and ethnic and cultural discrimination. In the third category, emphasis is on all points of written points. Racism will rise a bad assumptions in the form of stereotypes and cause a harm to society.

After the media successfully answers three main issues categories, then the media will find the main key in serving the public. The promise of the media in maintaining the diversity of information for minorities, as well as promoting international human rights, and obeying the prohibition of news, has become the responsibility of the media to the public.

Online media also need to serve the public interest. For sports-themed media, the media function as a transmitter of information is also run by conveying sports-themed information, although news on football remains the main portion and sought by the public. As newsmakers, sports journalists for online media also have an obligation to deliver the news quickly, update, and prioritize the amount of news every day. The content of news are preview and review of sports matches, and also features in a variety of themes. The theme of racism and discrimination is also one of the themes that are often carried by several online sports media.

In the delivery of news related to the theme of racism and discrimination, online sports media which represented by the journalists are often raise cases of racism that showed how racism occurs in the world of sports. The 5W + 1H process raised also details about the process of racism until the effects that sport athletes get. However in the process journalists who write the news do not always include a proper explanation for racism and discrimination.

Seeing examples of news and coverage with the theme of racism uploaded in the online media, it is quite clear that in some news not always included with a concluding sentence that explains the dangers of racism and discrimination. The explanation sentence that discuss the racism, can be one of the preventive steps to eradicate racism and discrimination.

To answer the question of this research, the researcher conducted an interview with one of the online sports media journalists. However, the source asked to keep his real name and profile secret for the benefit of the publication and the research results. Based on the results of interviews with the online sports media journalists who quite often upload news with the theme of racism, the answers explain how journalists have not correctly understand the racism and discrimination. As stated in this quote:

“... For me the understanding of racism is harassment based on skin color. While discrimination is harassment of one’s tribe and religion ...”
(Interview result in translate form with sport journalist.)

From the explanation obtained the result that actually journalists have not understanding the meaning of racism and discrimination. In addition, in the process of writing news related to the theme of racism and discrimination, the source explained that there is no explanation set forth in the news sentence that explains the dangers of racism and discrimination. As stated in the interview result below:

“... We did not yet include the effect and how dangerous is racism in sports news writing. I do not think the explanation is included because the reader usually goes straight to the main point, which is the essence of the story. “(Interview result in translate form with sport journalist)

The statement illustrates that journalists in online sports media have not implemented social responsibility in every result of coverage. In fact, researchers see that sports journalists do not understand the meaning of social responsibility. Understanding of media social responsibility in question, is still often mistaken with the corporate social responsibility (CSR) that usually do charity activities:

“... If you ask the problem of media social responsibility, it has not yet been included. But we still often do charity for the community. “(Interview result in translate form with sport journalist)

From the results of these interviews, researchers feel the explanation of the journalist enough to provide an overview of how exactly the explanation of media social responsibility that has not been applied by online sports media.

Even the assumption of researchers, that social media responsibility not given deeply by the media to every journalist, and the reason is readers who will not pay attention to the sentence in the form of advice.

In the theme of racism and discrimination, the application of social responsibility is needed to explain in detail about the racism and discrimination. So that not only a detailed explanation of the core story, but also the media must explain the steps that must be taken in fighting racism and discrimination, especially in sports news in Indonesia. Suggestions that can be given related to this research is every media online sports shall give appropriate closing sentences in uploading news related to the theme of racism and discrimination. This is necessary because racism and discrimination are a bad influence if given continuously to the public. Departing from the stereotype that has began to spread slowly through words in the news, until the doctrine of racism that would be very dangerous if it spread rapidly in public view. Understanding of media social responsibility must be given from generation to generation and continuously to sports journalist to always be able to include positive message in every sport news when they deliver the news to the public.

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