Framing Terrorism and Reputation of Security Forces in the KKB Case in Papua

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Abstract

Purpose: The aim of this research is to find out how detik.com and tempo.co frame the Papua KKB terrorism case and the reputation of the security forces. This study uses Robert N. Entman's Framing theory to find out a reality highlighted by the media and image restoration theory to see the reputation of security forces in media coverage.
Methodology: The research method uses qualitative approach with framing analysis using four segments, namely defining problem, diagnosing cause, making moral judgment, and treatment recommendation.
Results: The results of the study found that Detik.com and Tempo.co had differences in the framing of the Papua KKB news, where Detik.com highlighted acts of violence and terrorism while Tempo.co showed the actions of the security forces in forming a safe image for residents around the crime scene.

Introduction

In conveying information, a news or online media portal must display good service, especially with the ever-increasing consumption of information. There are several things that we can know about the purpose of the information whether it is commercial, ideological, or political. This is commonly known as framing. Framing according to Robert N Entman is an attitude of highlighting certain aspects of a problem in order to convey information messages based on the content and objectives contained in the media (Hutahaen & Lase, 2021).

The KKB or armed criminal group, which in the last year has returned to cause convulsion towards the State of Indonesia, has actually carried out this movement for a long time to separate themselves from Indonesia and liberate Papua (Eryanto et al., 2018). This movement began with the OPM, namely the Free Papua Organization, in which local people with all their limitations carried out attacks on police and security forces which ultimately resulted in casualties. A total of 12 people from both security forces and civilians became victims of the KKB. Therefore the government stated that they were a separatist group that disturbed the peace and security of the State (Detik, 2021).

The Papuan Armed Criminal Group in recent months has carried out actions that are aggressive and have even claimed victims, not only security officers but many people who have lost their lives due to the Papuan KKB attack, where 13 people died in early 2022 (Rizqo, 2022). Previously, OPM's call to separate Papua from Indonesia had left many victims (Bhumi, 2018). The KKB's indiscriminate behavior also led to other victims in 2021. In January 2021, the KKB carried out 16 acts of violence, according to a Papuan regional police figure, which shocked the community (Detik, 2021).

During the same period, 12 people died as a result of the group's operations, including civilians such as students, teachers, motorcycle taxi drivers, and even ordinary citizens. Apart from that, members of the TNI-Polri

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also became victims (Papua KBB terrorists, 12 residents were killed, schools were burned down in 2021). This moved the government to immediately take a stand against this KKB threat (Eryanto et al., 2018).

The history of this case started with the emergence of the OPM, namely the Free Papua Organization, which had always wanted to stand alone. This movement is growing, supported by the subsidize of smuggled or captured weapons so that the resistance given by the organization is getting stronger. Various attacks were carried out without negotiation until today, so no light has been found to resolve this problem.

Previous studies have shown the existence of various propaganda, one of which is the Indonesian National Armed Forces (TNI) and the Indonesian National Police (Polri) who are considered to be the perpetrators of torturing Papuans and disrupting places of worship. Non-Papuan Indonesians in the area are thought to have used the word "monkey/gorilla" to label Papuans. Papuan students in oppressed areas, independence is seen as a guide from God to free themselves from Indonesian colonialism (Kusno et al., 2022).

The term KKB is a term used by Indonesian law enforcers to identify their organization as a militant group of the West Papua National Liberation Army (TPN-OPM) without a Papuan organization. There are two terms used to refer to militant groups, the Armed Criminal Group (KKB) which is used by the police because crime is considered criminal. The Armed Separatist Group (KSB) is a term used by the security forces and the word separatist which means it must be resisted militarily, said Papuan community leader Michael Menufandu, and Presidential Chief of Staff Moeldoko (Eka et al., 2022).

The government is trying to maintain the security and comfort of the people of Papua by sending special troops to fight the KKB in the interior of Papua. This movement is considered as separatist because it has threatened the integrity of the State. So the research needs a point of view to find out how the media reported on the cases that occurred regarding to the Papuan KKB. Separatist movements are movements carried out by certain groups to gain power and separate themselves from a group or anything else (Mukhtadi, 2021). Separatism is a conflict that often occurs and is difficult to resolve because it is almost the same as a civil war (Sianturi & Hanita, 2020).

The media in interpreting an issue, has views and definitions with differences. This affects the content of the news, or the meaning contained in an event. Messages or information packaged in news to the public must have rules and create rules. The message or information is editorially determined which limits the nature of journalists' freedom when it comes to compiling a story. Decisions on these provisions serve as a reference for determining which events will be made as news. The main vision is translated into editorial policies, which are used as a framework and standard of reference for selecting and handling news (Fauzan, 2016).

This research uses Leliana's research as reference research. In this study examined two media, namely kompas.com and detik.com with the Juliari Batubara social assistance corruption case. The results of the study explain that the two media used to have similarities in their reporting. Robert N Entman's framing analysis is used by researchers to see that the media constructs meaning through news delivered in different ways. There is a difference between this research and previous studies, namely in the case in the news and news portals which are used as analysis material. Previous research discussed social assistance corruption cases by emphasizing the seriousness of the government through the KPK, while this research frames the Papua KKB terrorism case and the reputation of the security forces (Leliana et al., 2021).

Another study conducted by Dwi Puspita Sari and Adevy Vanie showed that there were differences between how the two media framed the designation of KKB as terrorists by the government. Kompas framed the incident by determining KKB as terrorists as a bad thing, while detik.com looked at it from a legal perspective, so the decision was the right one. Previous research used Zhongdang Pan and Geral M. Kosicki's framing analysis. The researcher hopes to be able to understand the news from the media's point of view regarding the establishment of the Papuan KKB as terrorists. The difference between this research and previous research is the framing

analysis used and other topics from the Papuan KKB that were raised, namely terrorism and the reputation of security forces (Putri et al., 2022).

Meanwhile, Gogali's research explains how two different media, namely Kompas and Detik, frame the news of a plane crash. The results of this study are the two media that are analyzed, framed the news with significant differences. Detik frames the incident and the time when the case occurred while the Kompas frames the news by highlighting the sequence of events and statements regarding the event. The framing conducted by this research focuses on how the news conveys events by using sarcasm and episodic framing. The difference between this research and previous research is in the news cases taken. Previous research was conducted on the framing of the Sriwijaya plane crash, while this research is done in regard to the framing of the Papua KKB terrorism case and looking at the reputation of the security forces in the media (Gogali et al., 2021).

Other research discusses the determination of the Papuan KKB as a criminal act of terrorism with its actions which have disturbed various groups. The motive for the terrorist acts carried out by the Papuan KKB was not only about politics but also the ideology of the desire to liberate themselves from the Unitary State of the Republic of Indonesia. Likewise, this research also found results from analyzing the media that there was a motive for wanting to free themselves so that the Papuan KKB carried out acts of terrorism that worried residents. The difference between this research and previous studies is the method of analysis used, research findings, and research focus. This research can complement previous research by looking at the topic of the actions of the security forces in handling the Papuan KKB and building a safe image in the area around the crime scene (Anakotta, 2021).

This research is important to be conducted because the Papua KKB case has become a state problem so the role of the media in reporting the issue to the public also needs to be considered so that people can remain calm so that they will be able to protect themselves from existing threats. In addition, research on KKB has never been done before, especially with an analysis of the security forces' reputation using the framing method in the two media.

This research focuses on the reporting process that is displayed and compared from the two media, which will show different perspectives and ways of writing. The purpose of this research is to find out how the news is carried out on the two news portals. Based on the description above, the formulation of the problem in this research is how is the framing of terrorism and the reputation of security forces in the KKB case in Papua?

Theory

Robert N. Entman's Framing

This study uses Robert N. Entman's Framing Theory. This framing approach model is used to analyze a media text, one of Robert N Entman's framing models. This Etmant model is used to find out the reality in the field and how someone interprets that reality in a content. Entman views framing with two approaches, namely emphasizing certain aspects of an issue and selecting from the issue. Entman has the view that framing is divided into two major dimensions, namely selecting issues and highlighting aspects of an issue (Himawan & Aisyah, 2021).

Framing is a form of approach to analyze the determination or point of view used by journalists in the selection process or in compiling a story (Entman, 1993). Entman formulates a meta-theory position on framing with the general concept of studying the discipline of communication by bringing together insights and theories within the scope of communication theory, this theory focuses on news and journalism (Angelo, 2019). Framing is used to see journalists' intentions and views on something they highlight (Rosyada & Aisyah, 2022).

The Entman makes an offer that is able to explain how to find out in detail and systematically about the power of text in conveying messages. Entman stated that in regard to framing, namely that in general it can be

learned and understood as a form of news that contains various descriptions or definitions, then there are suggestions and input on the news that are raised to emphasize mindsets on events or incidents that have occurred.

The Entman framing model is divided into four categories, namely: Define problems, Diagnose causes, Make moral judgments and Treatment recommendations (Fahreza & Rachmaria, 2021). The division carried out by Entman in framing is divided into four parts, namely: First, Define Problems is the main aspect that is able to emphasize the events that have occurred to be given different meanings by journalists, therefore, of course, each journalist's point of view has a difference to the objected to being analyzed (Entman, 1993).

Second, Diagnose causes this section to bring up the main role in events or events that have occurred by being characterized using (what) and (who). This defines that if a tragedy can be understood then something will appear about what and who will be narrowed down to become the origin of the problem. If there are differences in the understanding of the problem, of course the things that cause the problem will also be different. Therefore, this section is able to explain or elaborate on who is the perpetrator and who is the victim. Third, Make moral judgment, this section is able to reflect on the use of judgments on issues that show moral values, this section is also used to validate and justify judgments on events that have occurred. Finally, the Treatment recommendation section is used to provide an assessment of the choices made by journalists in solving problems (Entman, 1993). Resolving this problem depends on how the media views the root causes of events that can be proven from various points of view on who and what caused the problem (Angelo, 2019).

Image Restorations Theory

In addition to seeing the image of the security forces from media coverage which is done using image restoration theory, Image Restoration was coined for the first time by Wiliam L. Benoit, a professor at the Onio University in 1994. The theory of image restoration is also referred to as image repair which is used to restore the image of a person or company when they are accused or suspected of being a result of bad actions (Benoit, 2015). This theory does not focus on the strategy for describing the stages of image development, but focuses on the choice of delivery of communication messages to improve the image.

This image restoration theory can be applied in various ways both individually and in organizational groups in discussing organizational and individual responses when their reputation is threatened and experiencing a crisis. The image of a person or company is important and threats to image degradation need to be corrected by spreading persuasive messages to the public (Benoit, 2019).

Benoit argues that there are five strategies that can be used to improve reputation, namely denial, evading responsibility, reducing offensiveness, corrective action, and mortification (Romadon & Santoso, 2019). The first strategy is Denial. Through this strategy, companies, organizations or individuals deny that they have made a mistake and say they are not involved in the crisis or event that occurred. Second, Evading Responsibility, here companies, organizations or individuals try to limit their responsibility to crisis or events that occur (Benoit, 2018).

Third, reducing offensiveness is done when companies, organizations or individuals do not deny and admit then take positive actions that can restore the image. Fourth, Corrective action, here companies, organizations, or individuals try to improve and try to prevent the causes of a downturn in the image. Fifth, Mortification here is the ultimate strategy, namely the company, organization, or individual apologizes which conveys their willingness to take responsibility (Benoit, 2018).

A sizable threat to organizations or individuals, one of which is the threat of reducing their image, so a strategy is needed to deal with this (Hasibuan, 2020). Benoit explains that most of this theory is an image repair strategy which studies individual and organizational reactions in dealing with crisis and also restores their image

(Pang, 2012). This theory is a supporting theory that is used to connect the results of framing analysis, especially to tempo media.

One of the most important focuses in image restoration theory is when an individual or organization faces a reputational threat. Thus this study applies the theory of image restoration to link the results of the tempo media framing analysis regarding the image of the TNI and Polri in Papua which are threatened due to continuous attacks from the KBB Papua. Image restoration is used to identify what issues are conveyed by news portals and see what restoration strategies are used. Image restoration theory can be used to see how news coverage in the media can form a positive image so that a person or individual gets feedback in the form of a positive image in society (Jumaing, 2019).

Method

This research uses a qualitative approach. The constructivism paradigm is used to explore the meaning, experience, and understanding of identified research topics in-depth. Data collection was done in two ways, primary and secondary. Primary data collection was obtained from news documents on news portals and secondary data was obtained from references and relevant research books.

The data analysis technique used is the elements in Robert N Entman's framing. In looking at a news report, the researcher identifies 4 elements, namely define the problem to see the case with its positive and negative values, diagnose the cause to see who is the trigger for the problem in the case that occurred, make moral judgment to clarify the moral value of the problem that occurred, treatment recommendation to see the solutions provided in order to deal with the problem.

The researcher chose detik.com and tempo.co as sources of data collection because these news portals were most sought after by the public. From the news coverage on detik.com and tempo.co, there were 45 news articles regarding the Papua KKB in the period March 2022. In the 45 reports the researcher chose several criteria for 3 periods, namely 2 news when the KKB appeared, 2 news during the peak of the problem, and 2 news during the subsides so that there are 6 selected reports in each news portal.

Data validity was carried out using triangulation analysis by seeking the truth through various sources to compare one source with another. This study uses triangulation of data sources obtained through documents from trusted sources (such as official websites), media case reports from tempo.co and detik.com and compares them with other data or documents.

In this study, researchers analyzed two online news portals, namely Detik.com and Tempo.co. The title of the research is as follows:

Table 1. Date and News Title on Detik.com

News Title	Date of Reporting
KKB di Papua Terus Berulah Telan Belasan Korban Jiwa di Awal 2022	06 March 2022
KKB Tembak Polisi di Paniai Papua, 15 Rumah Guru-Puskesmas Dibakar	21 March 2022
KKB Diduga Pakai Pelontar Granat Serang Pos Marinir di Nduga Papua	27 March 2022

KKB Papua Serang Pos Marinir, 1 Prajurit TNI Gugur- 5 Terluka	27 March 2022
KKB Kembali Berulah Serang TNI-Warga Berujung 2 Prajurit Gugur	28 March 2022
Lagi-lagi KKB Berulah di Intan Jaya Papua, Bakar Sekolah dan Aniaya Guru	31 March 2022

Table 2. Date and News Title on Tempo.com

News Title	Date of Reporting
KKB Penembak Karyawan PT PTT di Beoga Diduga Dipimpin Terry Aibon	5 March 2022
Karyawan PT Palapa Tewas Ditembak KKB, Satgas Siapkan Skenario Evakuasi Jenazah	5 March 2022
Sudah 4 Hari, Evakuasi Jenazah 8 Korban Penembakan KKB Masih Terkendala Cuaca	6 March 2022
Polisi Papua Ungkap Kendala Menangkap KKB Penembak 8 Karyawan	28 March 2022
Dua Jenazah Prajurit Korban Serangan KKB Papua Dipulangkan, 8 Lainnya Dirawat	28 March 2022
Satgas Operasi Damai Cartenz Tembak Mati Pimpinan KKB di Nabire	30 March 2022

Result

Define problem

Define problem is the framing stage that is used to see how the events covered by journalists when a problem arises. The first news described the number of fatalities which was corroborated by photos of smoke from a building near the Telkomsel base tower where officers who were carrying out repairs became victims of the KKB Papua attack in the news that was distributed.

Detik.com said that the KKB Papua carried out an attack that claimed dozens of lives. This is a problem that is framed in the detik.com news on March 6 2022. Then the second to fourth news, as well as the sixth news have almost the same defined problems, namely regarding the attack on the Papua KKB. The difference is the subject or the object that was being attacked. While the third news explains about the victims who died as a result of the actions of the KKB Papua.

The second media, namely tempo.co, published the news by raising the issue of Terry Aibon carrying out the attack by shooting PT PTT employees. Furthermore, the second and third news highlighted more about the evacuation of victims and bodies who were victims of the Papuan KKB. The fourth news raised the issue of the Papuan Regional Police who were having problems arresting the Papuan KKB. Furthermore, the fifth news discusses the issue of returning the bodies of two soldiers who were victims of the Papuan KKB attack.

The Define Problem between detik.com and tempo.co has a slight difference when it comes to raising conflict in Papua. In the same timeline, detik.com provides a perspective on the impact of the KKB attack from the victim's perspective. This can be seen in the sentence "They not only burned the school building, they also abused two civilians. One of them was a teacher at the school they burned" in the sixth message.

Meanwhile, tempo.co does not only report how the attack and shooting occurred. In this case, Tempo.co also highlighted the KKB's atrocities by emphasizing the chronological definition of the shooting and assault that occurred. In the define problem of the first sample which reads: "Nine people were recorded consisting of four PT PTT employees, three contractor employees and a local guide, but in that incident only one namely NS, PT PTT employee survived because he was not at camps".

In the latest news, tempo.co discussed the KKB leadership being sentenced to be shot dead. Other research discusses similar cases where there are three nationalism conflicts that have not been resolved to date, the Papuan conflict is one of them, namely the conflict between local residents and groups who want independence from Indonesia (Pekey, 2018).

Diagnose causes

Diagnose causes is the stage of analysis to determine what topics are the cause of the emergence of news or analyze the main topics in the news. The first news from detik.com explained the allegations of the case as stated in the news, namely that there was an attack on officers, so that this caused dozens of victims to die. Furthermore, the second news found the cause that when the police were on patrol suddenly there was an attack from the KKB Papua.

Then in the third news it was found in the contents of the news that alluded to the KKB carrying out attacks using firearms. Fourth to sixth news, the diagnosis of causes discusses more about the causes of the attack and shooting of the KKB Papua. Whereas in the second media, the emphasis is on the arrest of the KKB and the victims of the KKB attack.

Almost the same for the six news, the cause diagnosis discusses the arrest of the KKB which emphasizes the obstacles experienced. News with the main focus on the obstacles experienced are in the third and fourth news. The first and second news focused on the factors that led to the Papuan KKB attacking employees at PT PTT Boga. From January 2010 to February 2018 there were several suspected cases of murder without the intervention of punishment from the security forces in Papua and there were 85 fatalities, where similar actions were also carried out by the KKB/KSB/OPM as retaliation which caused the security forces to become victims (Mukhtadi, 2021).

In addition, tempo.co emphasizes the image restoration carried out by the security forces, this can be seen in the six news reports which continue to explain the efforts made by the security forces to maintain security and prevent the recurrence of the attacks carried out by the KKB Papua.

Make Moral Judgement

Make moral judgment is a frame element that is used as justification for arguments in the definition of an existing problem. Make moral judgment the first news on the first platform explained that after the attack carried out by the KKB Papua there was an expression of sorrow for the victim and demanded that the authorities thoroughly investigate the perpetrators of the murder with the aim of providing a deterrent effect and preventing this from happening again.

The moral judgment made in the second news item was explained when the personnel thickening was carried out where the security forces headed to location 99 to keep a tight watch so that the Papuan KKB would not commit another tantrum which would cause many victims. Furthermore, Make moral judgment of this third news is presented in the narrative when the soldiers were carrying out their duties at the marine post; an attack was carried out by the KKB Papua.

The findings in the fifth news were that 10 victims were evacuated to Timika Hospital, 2 more security personnel who died, and there were victims who died from Kendari. The moral judgment made in the sixth story contained in the chronology of this attack is that dozens of people entered Hitadipa Village, then set fire to the school building.

The moral judgment made for the 6 news stories on this second platform is almost the same for all news, the moral judgment is focused on the consequences caused by the attack on the KKB Papua. According to Pigay, the conflict between Papuans and Indonesians was increasingly felt physically when the arrest of Terianus Aronggear who proclaimed Papua in Ayamaru, Sorong, was followed by a large-scale rebellion by Permenas Ferry Awom at the Arfai Military Dormitory, Manokwari, on 28 July 1965 (Pekey, 2018).

Treatment Recommendation

Treatment recommendation is a step to consider the chosen solution to solve the problem. Solving existing problems depends on how cases or phenomena are seen and who is the cause of the existing problems (Elvras Jaya, 2019). In the treatment recommendation stage, news on detik.com is almost the same for all news, namely explaining the situation and what developments are being made to handle and prevent the recurrence of the case.

Then, the treatment recommendation in the media for the first two news stories was when the TPNPB announced for civilians to leave the war area in order to maintain the security and safety of civilians. The treatment recommendation stage in the second news is planning regarding the evacuation process by mobilizing evacuation and deploying personnel to speed up evacuation.

The third to sixth news describes the evacuation of victims and the arrest of the KKB Papua, which is a treatment recommendation for the news. Other studies explain that the Indonesian government has the political will to handle cases of conflict that have existed in Papua since 1999 by changing the name Irian Jaya to Papua and then granting special autonomy to the Papua region (Mukhtadi, 2021).

Of the twelve news articles detik.com and tempo.co that have been analyzed have significant differences in treatment recommendations. Detik.com conveys a perspective on crime scene recovery as a result of an attack by repairing facilities. This is illustrated in the sentence "The government is said to have planned the construction of base transceiver station (BTS) infrastructure in Papua and West Papua of 4,200 units since 2021".

Meanwhile, tempo.co reported on the actions taken by the security forces to prevent and provide a safe image to the public, especially residents around the crime scene. The action is in the form of a chronology of

the arrest and shooting of the chairman of the Papua KKB as conveyed by tempo.co in his sentence "The police have shot dead the leader of the Armed Criminal Group (KKB) with the initials TT in Nabire Regency, Papua''.

Discussion

Violence and Attacks by KKB Papua Terrorism

The phenomenon of attacks by the Papuan KKB has claimed many lives and made residents around the crime scene feel insecure. From the results of analyzing 12 news stories from different media, namely tempo.co and detik.com, it can be seen that the actions carried out by the KKB Papua not only damaged public facilities but also committed acts of violence against residents and security forces.

These events are packaged into media reality and raise certain issues in the minds of the public. The community became worried and felt disadvantaged by the actions of the Papuan KKB which did not quickly get a resolution. The support of security forces is needed to create peace and security in an area so that problems can be resolved immediately (Degaut, 2019).

The attack by KKB Papua is not without reason, detik.com explains in its narration that Papua has a desire for independence. This desire was voiced through acts of attack which actually endangered the security forces and also local residents. One of the attacks carried out by KKB Papua was destroying and burning a teacher's house. Other attacks carried out by the KKB, such as destroying the security forces' headquarters and public facilities, have claimed many lives.

From the six news articles on detik.com that have been analyzed, it can be seen that detik.com is trying to provide an understanding to the public that the immoral acts committed by the KKB Papua are happening continuously. Destroying public facilities and attacking officials and citizens which causes casualties are several forms of acts of terrorism. The Papuan KKB cannot be said to be an armed group anymore, but it can already be said to be an international terrorist because its actions crossed the line and killed many security forces and the National Police (Putri et al., 2022).

Meanwhile, the article reported by tempo.co focuses on the actions of security forces in their efforts to maintain security and minimize residents' concerns and carry out evacuations. Victims in this violent incident were not only local residents but also security forces. It was emphasized again in the March 28 news which narrated the return of the bodies of several soldiers who were victims of the attack.

Both state security forces and civilians have the right to security and freedom in living life. The attacks and violence committed by the Papuan KKB have robbed the security and freedom of local residents and security forces. From the results of research conducted by the PPPK Fisipol Task Force at Gajah Mada University from 2010 to 2020, the perpetrators of violence in Papua carried out by the KKB are no strangers, even reaching 118 cases with around 356 dead victims including civil society and security forces, namely the TNI and Polri (Putri et al., 2022).

The attack carried out by the KKB Papua caused several losses, because it not only injured residents but also damaged homes and public facilities and caused a sense of trauma for Papuans. This case, which has not been resolved, received a lot of criticism from various directions and required the government to take definite action to eradicate the Papuan KKB. The government should have taken action to eradicate violations, especially violations of human rights in the Papua KKB case because it has claimed many lives from both state officials and civilians (Edon & Hidayat, 2021).

Image of Security Forces

In the six news articles by tempo.co that have been analyzed, the security forces, namely the National Police and the TNI, have not remained silent in dealing with the Papuan KKB. The role of the Police in the Papua KKB case

is more to protect the public while the TNI has a more important role in guarding and preventing the recurrence of the Papuan KKB attacks. TNI became the front guard when fighting against the attack on the Papuan KKB.

The proper handling in this case is to arrest Papuan KKB members, especially the Papuan KKB leaders to provide a deterrent effect so that this incident will not be repeated. Several precautions have been taken by the security forces, one of which, as reported by tempo.co, is the thickening of security personnel at the crime scene. Prevention and overcoming of separatism by Indonesian security forces is an important part of various government agendas to realize Indonesia as a peaceful, safe and secure country (Sianturi & Hanita, 2020).

At the treatment recommendation stage for tempo.co news, there are two image restoration strategies that are being explored, namely reducing offensiveness and corrective action. Reducing offensiveness aims to gain positive appreciation from the public and reduce attacks on an action (Kollitz et al., 2022). The strategy for reducing offensiveness used by the security forces and the National Police is contained in the news on tempo.co, namely planning the evacuation process by mobilizing and deploying personnel.

A series of crimes that cannot be handled by police action as in general, one of which is an attack with a firearm, acts of violence and using explosives such as bombs where this can take the life of a person, both the general public and security forces, as well as actions that have the potential to control an area (Sianturi et al., 2020). One can strengthen the image by giving the public a feeling of happiness through positive action (Benoit, 2014).

Evacuation planning by deploying these personnel aims to provide a safe image to the public, especially around the crime scene. Tempo.co narrated that the security forces was directly present in the community to maintain security in the midst of the critical incident that occurred. One of the efforts to build or improve the image of the National Police is to be present in the midst of people's lives by providing maximum security and service (Kirana & Dharmawan, 2020).

The strategy of reducing offensiveness is considered effective in dealing with a crisis because this strategy can protect trust and image (Haigh & Brubaker, 2010). In the news, tempo.co conveyed to the security forces that they explained that there were obstacles in carrying out the evacuation so that the evacuation was delayed. In this case, the security forces did not deny that the evacuation was slow because it had been delayed. They tried to provide an explanation of the events and obstacles in the evacuation process. Reducing offensiveness can be done to restore or maintain an image by not denying mistakes, doing positive things so that it can give a good image (Frederick & Pegoraro, 2018).

The second strategy in the news on tempo.co is the corrective action strategy. The corrective action strategy is an action to overcome problems that occur and prevent mistakes in the future (Hassan, 2019). Tempo.co explained that the security forces arrested and shot the KKB Papua leaders. The shooting was carried out because the Papuan KKB leadership resisted during the arrest process. In handling cases of acts of terrorism, security forces secure locations of terror and arrest perpetrators in order to prevent terror from recurring (Puji, 2016).

The arrest and shooting of KKB Papua carried out to overcome the problem of attacks and create a more peaceful situation. Tempo.co tries to instill a safe image and shows the actions of the security forces when a crisis occurs. The crisis took the form of an attack on the KKB leadership during the arrest process. A strategy for image restoration during a crisis is corrective action, in which a person or organization promises to fix the problem (Benoit, 1997).

The actions of the security forces were to prevent serious problems from occurring in the future, such as anarchic acts against civilians that could be carried out by the leadership of the KKB Papua. The media is very much needed to build the reputation of an agency or institution, good reporting in the media can also provide a good reputation and increase public trust (Nurdiansyah & Kartika, 2020).

Corrective action strategies such as reporting on tempo.co carried out by security forces focus directly on the recovery of the people affected by the attack on the KKB Papua, this can minimize the response of anger, dissatisfaction and fear of the people. Corrective action is used to recover from anger and other negative attitudes by building public trust (Benoit, 2016).

Both of these strategies were deemed effective in handling the Papua KKB case because both were able to provide peace for the community in dealing with the Papua KKB attack case because the community became aware of the efforts and actions taken by the security forces. Even the security forces have issued a statement regarding the prevention of acts of terror from the KKB Papua so that this case does not recur. There are differences in terms of action and handling in the two strategies used.

In reducing offensiveness, it provides action before the event occurs, while corrective action provides action after the event occurs. So the difference between the two makes this strategy suitable for dealing with cases like this.

Other studies have found that Air Asia CEOs often use corrective action and reducing offensiveness strategies in dealing with crises and restoring their image because they want to provide the best treatment with full responsibility and together with their team to improve the situation (Grace, 2020).

Conclusion

The results of the analysis can be concluded that the terrorism carried out by the Papuan KKB is dominated by violence and attacks. Detik.com and tempo.co have different framing. Detik.com framing the anarchic actions carried out by the KKB Papua and the various negative impacts such as the large number of victims both civilians and security forces. Meanwhile, tempo.co is framing the various actions of the security forces in carrying out their responsibilities to create peace.

There are two image restoration strategies used to restore and maintain the image of security forces in this case, namely Reducing Offensiveness and Corrective Action. The security efforts carried out by security forces have become one of the effective Reducing Offensiveness strategies because with these actions the public does not have negative perceptions or views of the security forces.

While the prevention efforts carried out by the security forces are one of the corrective action strategies because with these actions the public knows the efforts and efforts of the security forces in preventing the recurrence of the case. The researcher only focuses on analyzing the content of media coverage so that in order to explore the reputation of the security forces in the Papua KKB terrorism case, further analysis is needed, for example on the public's response to the actions of the security forces.

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