

Content Analysis of Journalistic Photo about Election Day in PasangMata.com

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Abstract- The 2019 general election was an important and interesting moment to document. And documentation in the form of photo journalism can be an important form. Pasangmata.com, as one form of citizen media, facilitates “mata mata” (a call for citizen journalist of PasangMata.com) to produce documentation about anything, including the 2019 general election moment. Of course, as a journalistic product, the journalistic values in a photograph involve informative, factual, human interest and pictorial quality also must be fulfilled. Using the content analysis method of 75 photos on 17 April 2019, it is found that most of the photos fulfilled its informational aspects, yet there is a small number of photos with incomplete informative aspects (11 out of 75 photos). All photos have factual nature and some of them have human interest by highlighting the interesting side as the "other side" surrounding the 2019 general election. As a citizen journalism practice, PasangMata.com is able to be an extension of the media to capture events / moments around and at once to raise issues that sometimes are not on the mainstream media agenda.

Keyword: Citizen Journalism, PasangMata.com, Photo Journalism

I Background

General Election is a sacred event for the development of a state's politics democracy. Through democratic elections, especially an election of a President, the reins of power can continue legally. Moreover, the direct election system automatically shows who exactly the people want through voting rights. In this frame, Indonesia in 2019 held General Elections simultaneously in all regions of Indonesia and abroad. This election was a very complex election because the election was held to elect the People's Representatives of Indonesian Legislative (DPRD II, DPRD I, DPD, DPR RI) and at the same time to elect the President & Vice President. The voting was carried out in more than 800 thousand polling stations with more than 193 million voters.[1] Inevitably this event became a very important event in 2019.

This election moment certainly becomes an interesting moment document, including in visual form. Regarding visual documentation, photos appear to be an important form of documentation. Especially in relation that photos as a work of journalism. In addition to the factual value that becomes the news value of an event, interesting elements or aspects of human interest can be captured and conveyed through a journalistic photo. And journalistic photos can be produced not only by the media but also personal individuals.

Journalistic practices produced by citizens are known as citizen journalism. By definition, citizen journalism is understood as the process of collecting, writing, editing, producing and distributing news and information by untrained people as professional journalists. On the other hand citizen journalist is understood as anyone who in any way participates in the collecting and spreading the news.[2]

One media that facilitates citizen journalists to contribute in sending journalistic products in the form of text, either photos or videos, is PasangMata.com. PasangMata.com is a media of the Detik.com group with a concept of citizen media namely the writing of articles based on actual facts in the form of news or info events that occur in the society and they are delivered directly by the public through online platforms (web and mobile apps) PasangMata.com . With the tagline "Jadilah Mata Mata Informasi, PasangMata.com accommodates and spreading text, photos and videos, from members who have access to PasangMata.com. And people who are registered in PasangMata.com are referred to as “Mata-Mata”.

This paper wants to see how the journalistic value of the work of the "Mata-Mata" (a call for citizen journalist of PasangMata.com) in the form of photos of the 2019 election events. The research was conducted using quantitative content analysis methods on photos on the PasangMata.com at the time of the election day on 17 April 2019.

II Literature Review

A. Journalistic Photography

Photography is understood as writing or painting with light.[3] In the practice of photography there are several technical aspects that need to be considered such as the composition of point of view and position of photo, the format of the shooting, the technique of taking pictures, as well as the photo framing itself. Composition refers to the layout of the photographic subjects and its supporters which we enshrine so that they are pleasing to the eye and not tedious.

Atok Sugiarto[4] divides the point of view into: Frog Eye View / Low Angel is a picture that is located below the horizontal line. Shot taken with the camera angle is directed upward (looking up) to capture the subject. Shooting in this way can distort the composition lines and create a stronger perspective. This composition can create the impression of intensifying dramatic effects, creating an atmosphere of strength or awesomeness, to stimulate awe and excitement, can be used to reduce unwanted foreground, reduce the horizon and shrink the background and increase the height of a stronger subject; Eye Level View / Normal Angel is taking pictures parallel to the human eye or horizontal lines so that we get a normal viewing angle, like our eyes see every day. This normal angel composition gives the impression of being relaxed, gentle, monotonous, ordinary, as what it is, general, not too dramatic; and Bird Eye View / High Angel, which is taking pictures above horizontal lines. Shot taken from above with the camera directed down to capture the subject. High angels can be used for aesthetic, technical or psychological reasons. It can be used to capture images thoroughly with depth and sharpness maintained. It is interesting to see a wide view from above. This composition can give the impression of a small, deep, slow for an object approaching or away from the camera, can be used for story recognition, as well as displaying the beauty of the picture from that angle.

Related to the format of the image field, the format of the image area in photos is divided into 2 namely vertical / portrait and landscape format. / horizontal. As for the composition of the position of the photo, it is divided into diagonals, namely taking from the lower left to the upper right, top left to bottom right, or vice versa. Diagonal composition is from the lower left side to the upper right, top left to bottom right, or vice versa will give a dynamic impression to the object that is enshrined; Symmetrical 1/2 The plane is the division of balance from a frame. Between the left and right or top and bottom objects have a balanced space. This composition can give the impression of being rigid, decisive and orderly; and Asymmetric 1/3 Field where placement of objects that take into account should be 1/3 from the top or 1/3 from the bottom and 1/3 from the right or 1/3 from the left. This one-third rule can give a dynamic impression because it can give rise to 3-dimensional shadows and seem like there is strength or awesomeness. This composition can also create a dynamic 3-dimensional image for the reader. [5]

Framing techniques provide an understanding to control the point of view and content. Besides, the photographer's creativity in determining the point of view is very influential on the results. The categories contained in the framing / framing / field of view are: Extreme Long Shot, Long shot, Medium shot, Close up, Big close up.

Wilson conveys photojournalism is a combination of words and images that produce a unified communication when there are similarities between the educational and social background of the reader.[6] When talking about journalistic photography, there are 8 characteristics of photojournalism, namely:

1. Photojournalism is communication through photos (communication photography). The communication will express the photo journalist's view of an object, but the message conveyed is not a personal expression.
2. Journalism photo journalism is the print media of newspapers or magazines, and cable or satellite media as well as the internet such as news services (wire services)
3. Photojournalism activities are activities to report news.
4. Photojournalism is a guide of photographs and photo text. 5. Photojournalism refers to humans. Humans are subjects, as well as photojournalists.
6. Photojournalism is communication with people (mass audiences). It means that the message must be brief and immediately accepted by a variety of people.
7. Photojournalism is also the work of a photo editor.
8. The purpose of photojournalism is to fulfill the absolute need to deliver information to others, in accordance with amendments to freedom of speech and freedom of speech.[7]

Alwi divides journalistic photo types into several categories, namely: Hard news photos, namely one type of photos related to one incident that occurred at that moment without any prior planning; Photo features or also known as photo softnews because they are not too time-bound to load; Portrait photos, photos that depict about humans. Portrait photos concern human faces and human characters so that they cannot be replaced with words; Illustration photo is a photo that is intentionally made to complete an article.[8] Randy Carr, APSA EPSA chairman of the journalistic photo division of The Photographic Society of America (PSA) said that a journalistic photo must contain the following values:

a. Information

Photojournalism must be able to provide information to viewers. The understanding of informative for each photo needs a distinctive size. Slightly different from a writing that demands elements of 5W + 1H in a compact package, then in a journalistic photo the minimum element of what (what) or who (who) if it involves a character in an event. Further information to complete the 5W + 1H elements (as supplementary information) is written on the caption (photo caption).

b. Human Interest

In connection with one of the functions of the press itself which is in charge of educating, entertaining, and social control, then a news photo in publishing must naturally contain a humanitarian mission so as to stimulate the public to appreciate what is worthy of appreciation or otherwise arouse their awareness to correct what is considered wrong or not according to rules or norms.

c. Factual

The subject of a photograph is not made up or in the sense of being arranged in such a way. Records of events occur spontaneously according to the real reality, because it relates to honesty. The photo also cannot be manipulated digitally.

d. Pictorial Quality

Image quality so that it is interesting to see; is an additional point for a photograph. The quality can be seen from the composition, photo angle, color, object expression[9]

B. Citizen Journalism

Steve Outing defines citizen journalism as a journalistic activity carried out by ordinary citizens (not journalists). Shayne Bowman & Chris Willis define citizen journalism as

"... the act of citizens playing an active role in the process of collecting, reporting, analyzing, and disseminating news and information". [10]

It means that citizens have the right to be news seekers, processors and analyzers to be reported to the wider community through the media. The definition indicates that it is the citizens who play a major role in the process of producing and disseminating news.

In terms of studies, the practice of citizen journalism itself is closely related to new media theory. Mc Quail distinguishes 4 categories of new media that are closely related to citizen journalism, namely: interpersonal communication media, interactive media, information search media, collective participatory media.[11]

Some of the technologies that have come to characterize citizen journalism are cataloged by Dan Gilmor as follows:

1. mail list and forums, made of diverse communities of interest
2. weblogs, a many to many, few to few medium whose ecosystem is expanding into the space between email and the web and could well be the missing link in the communications chains.
3. wikis, a server program that allows users to collaborate on forming the content of a website.
4. SMSs, a service offer by network providers which allows customers to send text messages over the cell phone.
5. mobile-connected cameras, which include the everyday digital cameras that allow users to download, store, edit, and transmit pictures anytime, anywhere.
6. internet broadcasting, where ordinary people can record and upload anything on the internet, as well as distribute it.

7. Peer to peer (P2P) sharing of files, and

8. RSS (Really Simple Syndication), which allows readers of blogs and other kinds of sites to have their computers and other devices automatically retrieve the content they care about.[12]

However, a critical view regarding the practice of Citizen Journalism was also expressed by the National Association of Citizen Journalists (NACJ). This institution divides accidental journalists, advocacy citizen journalists and citizen journalists. According to the NACJ, just because someone uses a cell phone camera to photograph an incident and then uploads it to Flickr or Facebook, it doesn't make that person a citizen journalist. Just because somebody has a blog and bloviates about his or her favorite subject, it shouldn't be misconstrued that the individual is a citizen journalist. Accidental journalists are people who are caught unexpectedly in the middle of an event and take photos or videos and upload them to either social networking websites such as Facebook, MySpace or Twitter, or news websites such as CNN's iReport or Fox News' uReport . Advocacy journalism is a genre of journalism that adopts a viewpoint for the sake of advocating on behalf of a social, political, business or religious purpose. It is journalism with an intentional and transparent bias, although it must be distinguished from propagatory reporting). Citizen journalism is a rapidly evolving form of journalism where common citizens take the initiative to report news or express views about happenings within their community. It is news from the people, by the people and for the people. Citizen journalists are independent, freelancing citizen reporters. They are not constrained by conventional journalistic processes or methodologies, and they usually function without editorial oversight. Citizen journalists gather, process, research, report, analyze and publish news and information, most often the utilization of a variety of technologies made possible by the internet [13]

III Methodology

The method used to obtain data with quantitative content analysis. Krippendorff describes content analysis is a research technique for creating inferences that can be replicated and validated by looking at the context[14]

A. Population & Sample

The population in this research is a photo of the 2019 election event on the webmake.com. In the PasangMata.com, there is a hashtag # 2019 election which contains photos or videos from citizens about a series of 2019 election activities. While the sample in this research were 75 photos taken by purposive sampling, that is, only photos taken on 17 April 2019, namely on the date the election was held.

B. Reliability test

The Holsti formula is used to measure the reliability test in this research,. Reliability is indicated in percentage of agreement-large percentage of equality between coder when assessing content. The formula for calculating reliability is as follows: (Holsti, 1969: 140)

$$\text{Inter-coder reliability} = \frac{2M}{N1+N2}$$

M = the same amount of coding (agreed by each coder)

N1 = number of coding made by coder 1

N2 = number of coding made by coder 2

IV Finding & Discussion

A.Frequency table distribution

Regarding the distribution of the technical aspects of photographs and journalistic values contained in photos at PasangMata.com can be observed from the table below

I TABLE OF COMPOSITIONS ,FORMAT OF IMAGE,LOCATION , FRAMING, JOURNALISTIC VALUES

	Frekuensi	Persentase
Komposisi sudut pandang foto		
Frog eye/ low angle	4	5.3%
Eye level/ normal	66	88.0%
Bird Eye view / high angle	5	6.7%
total	75	100.0%
Format Bidang Gambar		
Portrait	22	29.3%
Landscape	53	70.7%
total	75	100.0%
Komposisi Letak Foto		
diagonal	8	10.7%
simetris 1/2 bidang	50	66.7%
simetris 1/3 bidang	17	22.7%
total	75	100.0%
Teknik pengambilan		
Stop action	75	100.0%
slow action	0	0
show action	0	0
panning	0	0
total	75	100.0%
Framing		
Extreme Long Shot	9	12.0%
Long shot	46	61.3%
Medium Shot	11	14.7%
Close Up	8	10.7%
Big Close Up	1	1.3%
total	75	100.0%

Nilai Foto			
Informatif	Lengkap	64	85.3%
	Tidak lengkap	11	14.7%
Human Interest		18	24.0%
Faktual		75	100.0%
Pictorial Quality	Warna	75	100.0%
	Ekspresi	21	28.0%
Variasi Isi			
Persiapan Pemungutan		14	18.7%
Proses Pemungutan		42	56.0%
Proses Penghitungan		9	12.0%
Hasil Perhitungan		10	13.3%
total		75	100.0%

In general, based on the frequency table of each category and indicator, photographs produced by the eye on the PasangMata.com application are very common and ordinary photos. This thing can be seen from the emergence of a technique that is a "safe zone" of a photographic technique. For example, from the aspect of taking a photo's perspective the eye level / normal is the most dominant compared to the low angle and high angle. The dominant of the eye level of 66 photo compared to 4 for the low angle and 5 for the high angle shows that the "Mata-Mata" offer 2019 election events from a general and non-dramatic perspective. Then the use of the more prominent landscape image field format of 53 photo compared to 22 photo of the portrait format shows that the dominant aspect to be highlighted from the election event is the atmosphere of a democratic party with the surrounding area by displaying aspects of the queue of citizens, the process of preparing officials, including the voting process itself. The prominence of the use of landscape and eye level in the photos related to the 2019 election at PasangMata.com is a reasonable consequence considering the highest framing that appears is the long shot and all taken by stop action. The use of the stop action method ensures that any election events of 17 April 2019 with the stages of preparation, collection, calculation and acquisition results can be documented. The use of a long shot has more value because with the purpose of documenting the event, the elements that occur in the event are explained, for example, who was involved, what was happening, where the event occurred and the contextual situation according to the time.

Judging from the value of journalism, the power of photojournalism is indeed the visual side but the informative aspect is no less important. As many as 11 photos of the "Mata-Mata" of the PasangMata.com did not meet the informative aspect. The completeness of the informative aspects of a journalistic photo is mainly on the aspects of who and what and other elements can be conveyed in a caption (photo caption). Some photos of the "Mata-Mata" in PasangMata.com are still unable to show in detail and complete information that needs to be known from an event. For example photos with the title "Pengecekan Akhir Sebelum Dimulainya Pencoblosan di TPS ini". From the photos it can be seen the unclearness on who did the final check whether it is the KPPS Officer or the witness or from which party. And in the Caption also not mentioned the element of "Who" who carried out the final checking activities.



Image I : “Pengecekan Akhir Sebelum Dimulainya Pencoblosan di TPS ini”

As many as 18 of “Mata-Mata” photos on PasangMata.com have elements of human interest. The human interest aspect of a journalistic work as a news value refers to things that are interesting, sympathetic or can be used to show the "other" side of an event. In the context of the 2019 election the human interest aspect arises in terms of interesting things like photographs showing the differences in ink used in this election in one area in Harjamukti from Uyab Bargowo's submissions. Or the side that invites sympathy when one photo shows a person with disabilities who is also elderly still does not miss the opportunity to use her rights in participating in the 2019 election. This can be seen from the photos below:



Image II : “ Unik! Tinta KPU Diganti dengan Air Kunyit di Harjamukti”



Image III : “Buta Huruf, Lansia Semangat Salurkan Hak Suara di Banjarwaru”

Factual aspects become an absolute requirement for photojournalism. 2019 election events are categorized as events that are *hardnews* or events that must be reported immediately. Factual refers to what happens in a photo especially the subject of a photo is not something arranged in such a way. The events that occur and are documented in the photo are events that occur authentically and correctly. All photos in PasangMata.com have factual journalistic value. This can also be observed from the stages of the electoral events that took place on 17 April 2019. Frequently, the stage of voting became the most raised stage. All stages of the 2019 election are important but the most essential part of an election event is of course the event when a voting owner gives his voice in the voting booth. This event is an independent event where the owner of the voice uses his conscience absolutely to determine who is his representative or leader. As many as 42 photos of the variation of the photo content shows the atmosphere of the

voting process followed by the preparation in the second with a portion of 14 photos and the results of the vote at 10 photos and the counting process in the last sequence with 9 photos.

B. Crosstab Distribution

In addition to the frequency table that can be examined is the result of a combination of photo variations with photo technical aspects. This can be seen from the table below.

II CROSSTAB DISTRIBUTION OF VARIATION CONTENTS OF ELECTION ACTIVITIES

		Variasi				Total
		Persiapan Pemungutan	Proses Pemungutan	Proses Penghitungan	Hasil Perhitungan	
Komposisi sudut pandang	Frog eye/ low angle	0	4	0	0	4
		0.0%	9.5%	0.0%	0.0%	
	eye level/ normal	13	34	9	10	66
		92.9%	81.0%	100.0%	100.0%	
	Bird Eye view / high angle	1	4	0	0	5
		7.1%	9.5%	0.0%	0.0%	
Format Bidang Gambar	Portrait	0	10	2	10	22
		0.0%	23.8%	22.2%	100.0%	
	Landscape	14	32	7	0	53
		100.0%	76.2%	77.8%	0.0%	
Komposisi Letak Foto	diagonal	1	7	0	0	8
		7.1%	16.7%	0.0%	0.0%	
	simetris 1/2 bidang	11	24	8	7	50
		78.6%	57.1%	88.9%	70.0%	
	simetris 1/3 bidang	2	11	1	3	17
		14.3%	26.2%	11.1%	30.0%	
Framing	Extreme Long Shot	0	8	1	0	9
		0.0%	19.0%	11.1%	0.0%	
	Long shot	11	29	5	1	46

		78.6%	69.0%	55.6%	10.0%	
	Medium Shot	2	4	3	2	11
		14.3%	9.5%	33.3%	20.0%	
	Close Up	1	1	0	6	8
		7.1%	2.4%	0.0%	60.0%	
	Big Close Up	0	0	0	1	1
		0.0%	0.0%	0.0%	10.0%	
Total		14	42	9	10	75

Based on the above table, it can be concluded that the voting process becomes the most dominant photo content in terms of the technical aspects of taking any photography. This is not something surprising considering the “Mata-Mata” took more moments from the voting process. But some other interesting aspects that can be seen include in terms of the format of the image field, the whole photo showing the results of calculations using the portrait field format. Somewhat different from the theoretical explanation which mentions portrait emphasizes the portrayal of the character characteristics of objects generally human. However, related to the election results, the photos in the form of vote counts written on paper were displayed in portrait form. In addition, the appearance of photos from the vote count also shows the factual aspects that occurred at the polling station. That who outperforms whom can be seen clearly while preventing fraud. This can be observed from the photos below:



Image IV: “ Paslon Nomor Urut 01 Menang Suara Di TPS 07 Desa Brunorejo

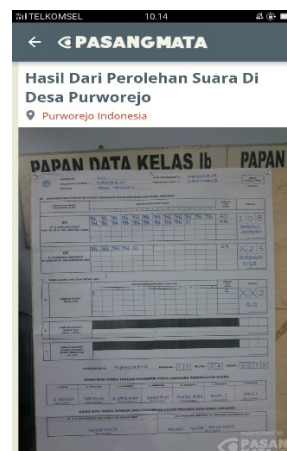


Image V : Hasil Dari Perolehan Suara Di Desa Purworejo

II CROSSTAB DISTRIBUTION OF JOURNALISTIC VALUE

	Nilai				Total
	Informatif	Human	Faktual	Pictorial Quality	

				Interest				
		Lengkap	Tidak lengkap			Warna	Ekspresi	
Komposisi sudut pandang	Frog eye/ low angle	4	0	3	4	4	2	4
		6.3%	0.0%	16.7%	5.3%	5.3%	9.5%	
	eye level/ normal	56	10	14	66	66	16	66
		87.5%	90.9%	77.8%	88.0%	88.0%	76.2%	
	Bird Eye view / high angle	4	1	1	5	5	3	5
		6.3%	9.1%	5.6%	6.7%	6.7%	14.3%	
Format Bidang Gambar	Portrait	18	4	4	22	22	6	22
		28.1%	36.4%	22.2%	29.3%	29.3%	28.6%	
	Landscape	46	7	14	53	53	15	53
		71.9%	63.6%	77.8%	70.7%	70.7%	71.4%	
Komposisi Letak Foto	diagonal	7	1	2	8	8	3	8
		10.9%	9.1%	11.1%	10.7%	10.7%	14.3%	
	simetris bidang 1/2	43	7	9	50	50	13	50
		67.2%	63.6%	50.0%	66.7%	66.7%	61.9%	
	simetris bidang 1/3	14	3	7	17	17	5	17
		21.9%	27.3%	38.9%	22.7%	22.7%	23.8%	
Framing	Extreme Long Shot	4	5	1	9	9	2	9
		6.3%	45.5%	5.6%	12.0%	12.0%	9.5%	
	Long shot	43	3	12	46	46	15	46
		67.2%	27.3%	66.7%	61.3%	61.3%	71.4%	
	Medium Shot	9	2	4	11	11	4	11
		14.1%	18.2%	22.2%	14.7%	14.7%	19.0%	
	Close Up	8	0	1	8	8	0	8
		12.5%	0.0%	5.6%	10.7%	10.7%	0.0%	

		0	1	0	1	1	0	1
	Big Close Up	0.0%	9.1%	0.0%	1.3%	1.3%	0.0%	
Total		64	11	18	75	75	21	75

Photos with informative journalistic values with long shot framing and symmetrical composition of ½ fields and landscape field format are safe photos to describe an event. The 5 W 1 H news value elements can be clearly represented when the elements in the photo can be clearly depicted. What is happening, where, who, when, and how the process happened or even the elements why that event happened can be represented in 1 photo. This can be seen from the photos below:



Image VI : “ Bingung Nyoblos Siapa? Coba Lakukan Seperti Warga Brunorejo”

The photo quality aspect as a journalistic value also plays an important role. The term is pictorial quality where the aspects of composition, color and expression are interesting elements. The combination of the parts that make a photo has a good quality too. With dynamic angle compositions, bright colors and photo subjects having expressions can make an election moment interesting. In the context of this 2019 election photos produced by “Mata-Mata” do not all have object expressions but all have colors.

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