



Content and Audience Commodification Related to the Ferdy Sambo Case in the Perspectives of Media Political Economy: Review of News Coverage on KompasTV and iNewsTV

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Abstract

The murder of Brigadier Yoshua involving former Division of Professionalism and Security of the Indonesian National Police, Ferdy Sambo, along with some people close to him, has attracted public attention for months. The development of the case was also monitored by the mass media, including national television. This study aims to analyze content and audience commodification related to the Ferdy Sambo case by KompasTV and iNewsTV media. This study uses a descriptive qualitative methodology, using Vincent Mosco's political economy theory. The data source used is primary data in the form of in-depth interviews and observations. The results of this study indicated that both KompasTV and iNews TV had commodified content and audience commodification for broadcasting in the case that ensnared Ferdy Sambo with various forms of news programs. Both media did this to get the maximum profit.

Keywords: sambo, commodification, kompasTV, iNews TV

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INTRODUCTION

In July 2022, the Indonesian people were shocked by the emergence of a shooting case between police officers. This case occurred at the house of the former Division of Professionalism and Security of the Indonesian National Police, Ferdy Sambo. Initially, the South Jakarta Police and the Public Relations Division of the National Police Headquarters stated that the shooting occurred between the members of the police. The victim, named Brigadier Yoshua Hutabarat, was killed. Yoshua was Ferdy Sambo's adjutant. The initial motive stated by the police was that the shooting was triggered by allegations of sexual harassment by Yoshua against Ferdy Sambo's wife, Putri Candrawathi.

The family of Yoshua was shocked. They did not accept the death of Yoshua, which was considered odd. The arrival of Yoshua's body at his funeral home in Jambi then went viral on social media because Yoshua's aunt broadcasted it live on Facebook. Day after day, the case continued to attract the attention of a wide audience. Moreover, the victim's family felt strange by the findings of some gunshot wounds on Yoshua Hutabarat's body. Since then, the case of Yoshua's death has become news material in the mass media on a fairly massive scale. Almost every day, the development of the case continued to be the subject of mass media coverage, print, electronic, and online media. In fact, on two occasions, President Jokowi's statements came out and asked that this case be thoroughly investigated. (detik.com)

The victim's family continued to state various irregularities that occurred. They reported this case to the Indonesian Police Criminal Investigation Agency to investigate it thoroughly. Responding to the report, the police, through the National Police Chief, finally formed a special team to investigate the case further. In its development, the National Police Chief has also formed a special inspectorate led by Irwasum Polri to investigate the alleged involvement of other members of the National Police and violations of the code of ethics.

The Head of the Indonesian Police's decisive action has begun to be seen with the steps taken to deactivate some officials within the Indonesian National Police's Division of Professionalism and Security. Among them are Ferdy Sambo,

Brigadier General Hendra Kurniawan as the Head of the Internal Security Bureau, and also the Chief Commissioner Budhi Herdi. The next step in investigating the case was to perform another autopsy at the request of the victim's family. This re-autopsy was done by deploying a team of forensic doctors from the Gatoet Soebroto Army Hospital in Jakarta. This autopsy was carried out to find evidence.

The development of the case continued with the determination of the suspect in the shooting, namely Bharada Eliezer. From the results of the development of the Special Team investigation through the National Police Chief, it was stated that the mastermind behind Yoshua's murder was Ferdy Sambo. After being announced as a suspect, Sambo was detained at the Mobile Brigade Headquarters Prison Kelapa Dua, Depok, West Java. Sambo, his wife Putri Candrawathi, Chief Police Brigadier Ricky Rizal, and Ma'ruf Kuat as the personal driver were also stated as suspects because they were considered to have participated in the murder of Yoshua. (cnnindonesia.com)

The case is entering the trial stage, which has been held in a marathon since September 2022. For almost a week, content about the Sambo trial has become news material on various television media, especially news format television.

Currently, the mass media is focused on not only the public interest but also the interests of the industrial sector. With the existence of the media, which is also part of an industry, one of the focuses is profit. But it is a shame that the interest of profit sometimes overrides the main duties and functions of the media. This can be seen from the private media, which always focuses on advertising revenue to continue their company. Liberalism and capitalism in the mass media that occur in the television industry also impact the quality of the broadcasts produced. The reason is often contrary to ethical, educational, and moral issues, and so on. (Syaputra, 2013:44)

It is known that television mass media, which uses public frequency channels, should be wise in broadcasting various kinds of programs and broadcast content. In reality, television often plays a strategy to profit by commodifying the various presented shows. The mass media are finally competing to get a high share or rating to reap as much profit as possible, including commodifying their broadcasts. (Ishadi SK, 2014)

Mumpuni (2018) stated that television is still the primary media for Indonesian society. It is easy to access. Audiovisuals also support it to make it

attractive to audiences. To maintain its business, the media industry, especially television, competes to attract consumers or audiences by commodifying its broadcasts (Widyastuti, 2021). So that media products in the form of information can be developed and become things that can have economic value so that they can increase the advantages of the media (Putri and Adnan, 2022)

Today's mass media are owned by the public and in the form of a profit-oriented industry. However, in carrying out their duties and business, the media often ignores its main duties and functions to earn large advertisements. Economic liberalization in the television industry has affected the quality of programs presented to the public. (Syahputra in Prime, 2017)

Business in the media is not an ordinary business. This is because of political and economic interests. The media adjusts the products produced according to market demand. The resulting programs are formed and run in various hegemonic and exploitative ways with the hope of creating profit potential for the media. (Mc Quail in Laser, 2011).

Some previous studies related to commodification have been carried out, such as Widiastuti (2021). It found commodification elements in broadcasts of the artist's personal life, such as "Sacred Promise of Raffi and Gigi" and "The Bosque Family". The study was still limited. It only examined reality shows. In addition, Hanief (2016) found the commodification of RCTI's powerful program content, which was analyzed through hyperreality Baudrillard. Rustandi (2016) found commodification in the "Islam is Beautiful" program. Haryatmoko and Sutriyono (2018) analyzed the commodification of artists on social media. Muslihin (2021) also conducted a study that revealed the commodification of online news programs that were spread on social media. There is a change process in terms of audience consumption, such as communicating, constructing trust, and getting entertainment (Satria and Priyastomo, 2022). Most of these studies have not revealed how a phenomenon is a report with issues and case phenomena that attract the attention of a wide audience. Therefore, this research was conducted to find the commodification of two national TV media for a news broadcast that became an attraction for the audience, namely the Ferdy Sambo case.

Formulation of the Problem

In this study, the problem determined by the authors is how the forms of commodification of content in the Ferdy Sambo case occurred in the study of news on KompasTV and InewsTV.

Political Economy Theory of Communication

The political economy focuses on the aspects of money that control media and culture. In this case, political economy is considered by society as an effort to form media with the main point of understanding what communication is (Mosco, 2009: 156). The media's political economy, namely the media's content, is more controlled or regulated by the economic forces of the media (Harahap, 2014:4).

In simple terms, political economy is considered the effort of a company or industry that prioritizes how to make the most profit or is “profit-oriented” by implementing a working system that makes employees work optimally and supports efforts to get maximum profit. The political economy of the media also involves three essential elements, including the domination of thought (hegemony), capitalist production (owners of capital), and also efforts to maintain inequality between the ruling class and the oppressed (Halim, 2013:42).

Meanwhile, there are two other perspectives on the political economy of the media. First, the critical perspective following Marx paid special attention to the regulation of property and the production of various cultural and other industries. Second is the liberal perspective, in which, in this case, the individual is a consumer. They are free to choose the commodity they are interested in based on satisfaction and the various exciting things on offer. This is in the context of Peter Golding and Graham Murdock (Currant & Gurevitch 1991:15:18). With this liberal economic perspective, mass media competition continues to occur to attract viewers so that advertising revenue continues to increase. Therefore, the media makes a way to commodify the various impressions presented to the audience.

Political economy is a study that discusses social relations, especially those related to power, which are interconnected by the production, distribution, and consumption of communication resources. Political economy also discusses the exchange value between functions and uses. Meanwhile, the political economy of communication is also used as a media business, whereas in the past, the communication industry was based in a particular country as an external force. At

present, they have begun to be integrated into the community, so it isn't easy to recognize where the industry originated from.

According to Vincent Mosco, a company or corporation engaged in the communications industry can spread abroad with the support of power and strength to control market share in that country. In addition, there is cooperation between foreign corporations and private parties, investors, the government, and other stakeholders related to the field of communication. Unknowingly, local people believe that the products produced by these industries are domestic products. In fact, these products are the result of foreign countries. However, as long as the communications industry's products are still able to satisfy consumers, the product is sold well in the market. The impact that occurs is social change and also a shift in the communications industry, such as the audience for old media to be new media.

In this case, the political economy of communication examines communication as a whole process of fundamental economic, political, social, and cultural in society. So it is essential to be concerned about how communicators and tools are used in social construction in various ways such as print media, internet online media, and so on. Mosco explained in his book that the essential thing in political economy was not about cooperation and efforts to build networks. The most important one is the aspect of power and also a hierarchy, both horizontally and vertically.

Vincent Mosco's political economy theory explained three processes, namely commodification, spatialization, and also structuration. Commodification came from the word commodity, which was described as a capitalist strategy of converting use values into exchange values (Gita and Gatot in Mosco, 2019). The commodification aspect is divided into three things, namely, the commodification of content or related to the content presented by the media to be disseminated to the audience. Manggaga (2018) stated that the content offered by the press reflected the interests of the capital owners so that the rulers of media sources could intervene for their own interests, which could affect their viewers.

Commodification audience is related to rating to attract advertisers. This refers to income for the media industry. Meanwhile, the commodification of workers is an aspect related to how companies use workers for the benefit of these media stakeholders.

The emergence of commodification can remove products in a more meaningful social context to be more useful in free markets. It is explained that capitalism affects the line of society, so interactions in society are always characterized by impoverishment (Sumartono, 2016). Commodification can occur through a process in which capital owners buy the means of production and labor commodities to gain profit. (Ulya, 2019)

While spatialization discusses all matters relating to how the media industry disseminates its products to a wide audience without any obstacles by utilizing various technological advances, vertical spatialization can occur by strengthening the network between the parent company and its subsidiaries. Vertical spatialization is carried out as a concentration of media companies that wish to expand their business control. This step is taken so that broadcasting or the process of disseminating content in media can be reached and can be spread more widely to audiences. Meanwhile, horizontal spatialization takes the form of a company's efforts to expand its media resources and production by buying shares or taking over other companies by means of acquiring other equivalent media. One of the impacts of spatialization is the monopoly in the field of communication.

Structuration discusses agents forming structures and structures forming agents, resulting in production and reproduction processes that influence one another. When the production process is underway, there is an exchange of ideas and also interactions between structures that are dynamic and mutually influence one another. In Vincent Mosco's political economy theory of communication, the process of structuring can lead to changes in various fields, including social change. This happens because of the influence of social structures such as social movements, gender, and so on.

Structuration in mass media companies can also be interpreted as power and division of tasks according to the position. Ownership and authority are seen as a social order in media companies. Structuration explains how everyone carries out their duties according to their role and carries out social relations between owners of capital and employees. (Wednesday, 2015)

Sunarto in Dwita (2016) explained that the political economy approach of the media could not be separated from the emphasis on capitalist society. Production forces, such as the practice of various creative activities and media technology, are shaped according to the dominant production relations, so it is important to decide which aspects need to be produced as well as how they are consumed.

Content Commodification

Vincent Mosco, in his book, explained that the commodification process carried out by every communication industry involves transforming or changing messages into results that are quite valuable. In reality, shows that have been commodified will be packaged according to market tastes so that they can compete with others. The commodification of content is often added with various elements that contain sensations and sometimes also come out of the contents of the material from the event (Mosco, 2009:133).

Various matters relating to the commodification of content today can be seen in the digitization of television. The digital television industry is improving broadcast systems by billing consumers per month, depending on the set of shows the consumer chooses. In this case, the content owner may intervene more in the content, including the content that is displayed. This can be seen from the various programs that are produced based on the same format to compete equally to get the show rating of each program. As is the case with various programs originating from abroad and being adopted and developed in other countries (Baltruschat, 2008).

Audience Commodification

Media companies do their best to attract audiences to watch every show presented and give it to advertisers. It is an integral part of the mass media. Dallas Smythe (1977) explained that thus every mass media company always saw the rating share as the standard in attracting advertisers to enter the programs presented. This means that the wider community, in this case, is not only an audience, but it can also be an attraction for advertisers. The process of commodification as a whole incorporates the media industry into the capitalist economy. It does not only

produce ideological products. But it also uses demographic-based audiences to appeal to advertisers. This was explained in Mosco, 2009:137.

The audience is a very important part of the sustainability of the media business. The number of viewers in a program affects the attractiveness of advertisers. Thus, the media also competes to make interesting impressions (Sandy and Jhanatan, 2019). The behavior of the mass media always looks at the rating share to attract advertisers. That is why the public does not merely become audiences, but they are also parties that are used as material to attract advertisers (Widyastuti, 2021).

Rating is important because it determines the price of advertisements on television. For example, the price of advertisements on national television ranges from 5 to 16 million per 30 seconds. At the same time, the share is the percentage level of the number of viewers who watched the show. The rating itself is obtained with a tool called a people meter to measure audiences. The installation is also with the permission of the homeowner (Nurudin in Yusuf, 2016).

METHODS

This study uses a descriptive qualitative methodology, in which the approach is political economy, whose approach is in the traditional and critical paradigm. Researchers got primary data based on interviews and observations. Meanwhile, the secondary data were obtained from the documentation. The research is focused on the study of KompasTV and iNewsTV reports.

During the research opportunity, interviews were conducted with key informants, namely Sapa Indonesia Pagi KompasTV executive producer Made Pasek Sudanta and also InewsTV News Production Manager Soemiadeny Soeparman. These two resource persons are responsible for the program they are in charge of. Particularly with regard to the progress of the case up to the trial of the murder of Brigadier Yosua, who involved the former Division of Professionalism and Security of the Indonesian National Police Ferdy Sambo, and several of his closest people.

RESULTS AND DISCUSSION

The commodification of Ferdy Sambo Case Content on KompasTV

Since the emergence of the murder case of Brigadier Yosua, the KompasTV editorial team has issued a policy to continue to monitor developments. Every time the latest information or new facts are conveyed by the police, KompasTV always reports it, even in the form of a “Breaking News Program”. As we know Breaking News Program is considered very important and needs to be known by a wide audience. In this regard, KompasTV always presented a Breaking News Program to monitor this case directly and at any time when there were recent developments such as press conferences from various related parties such as National Police Headquarters, National Human Rights Commission (Komnasa HAM), Witness and Victim Protection Agency (LPSK) and also the families of the victims. The editorial reason was that the policy was taken to satisfy people’s curiosity, especially about the case of Yoshua’s murder.

Various contents regarding the case involving Ferdy Sambo continued to receive special attention. Talk Show programs or chats are also continuously being raised for review by presenting various sources that were expected to be able to provide knowledge and also views regarding this case to the public. The main sources presented included the families of Yoshua, their attorneys, criminologists, criminal law experts, and so on. Because it is in the format of news television, almost all of the programs on KompasTV broadcast news or talk show programs related to this case.

Because the case was considered very important and sufficiently a priority, the report of KompasTV was focused on the developments of the case. Although, on the other hand, there are other cases that are no less important, the editorial team issued a policy to provide a larger portion for the case compared to other issues. Even so, other news is still broadcasted on the KompasTV news program with a smaller portion.

With this news issue that quite shocked the public, KompasTV made use of the drama element in it from the beginning. For example, the news about the return of Yoshua’s body made the family, especially his mother, hysterical and felt very sad. The description of the grief of the victim’s family is a visual documentation

that is always shown in every KompasTV news program. Various expressions and deep sadness from the victim's family appear almost every day in various reports about the Sambo case on KompasTV because, from every angle or point of view of the news of the case, various documentation images also become visual supports that are considered quite interesting for viewers. In addition, various developments in the investigation of the case were also published. Several angles that were heavily highlighted in KompasTV's coverage were the re-autopsy of Yoshua's body, the determination of Ferdy Sambo and his family as the suspects, the examination of Ferdy Sambo's men who were involved in the case, and other related issues.

Figure 1.

Ferdy Sambo was Stated as a Suspect



Special programs also take advantage of the momentum of this case to be discussed. For example, the ROSI program, which airs once a week, had previously invited Yoshua's family for in-depth interviews, such as with the parents, the aunt, and the girlfriend. Another interview also invited the family of Richard Eliezer, who was the executor, to shoot Yoshua. Yoshua's mother kept crying during the interview when she remembered Yoshua's death. Apart from that, the program managed by the head of Kompas Daily, Budiman Tanuredjo, also invited an exclusive interview with the Indonesian National Police Chief, General Listyo Sigit Prabowo, to explore the case and how to resolve it completely.

Figure 2.

The Rosi Program with the Victim's Mother as a Source



Figure 3.

The Rosi Program with the Victim's Aunt



Figure 4.

Exclusive KompasTV Presents the National Police Chief



After the case entered the Court around the end of August, KompasTV also issued a policy to broadcast the trial process live in full and specifically through the Breaking News Program. Even though there was a decision from the panel of judges not to broadcast live during the examination of fact witnesses, there was a policy to continue broadcasting on a delayed *basis*. The news team processed material from the trial recording, which was then broadcast in the middle of the breaking event. In terms of duration, the breaking news broadcast by KompasTV took a very long duration. The breaking news program started at around 08.00 am, which was begun by monitoring the arrival of the suspects. If it were estimated, the duration of the Breaking News Program would last for hours and continue throughout the day until the trial was over.

Broadcasting of the Breaking News Program as a platform that specifically accommodates the issues of the Ferdy Sambo case was enriched by variations of interview content with related experts. Usually, those invited are criminal law experts, attorneys for the victim's family, attorneys for the suspects, psychologists,

and so on. The marathon session, which was held every week from Monday to Thursday, was also broadcasted by KompasTV through a special Breaking News Program with a very large portion.

Figure 5.

Breaking News Program at the Trial of Ferdy Sambo’s Case

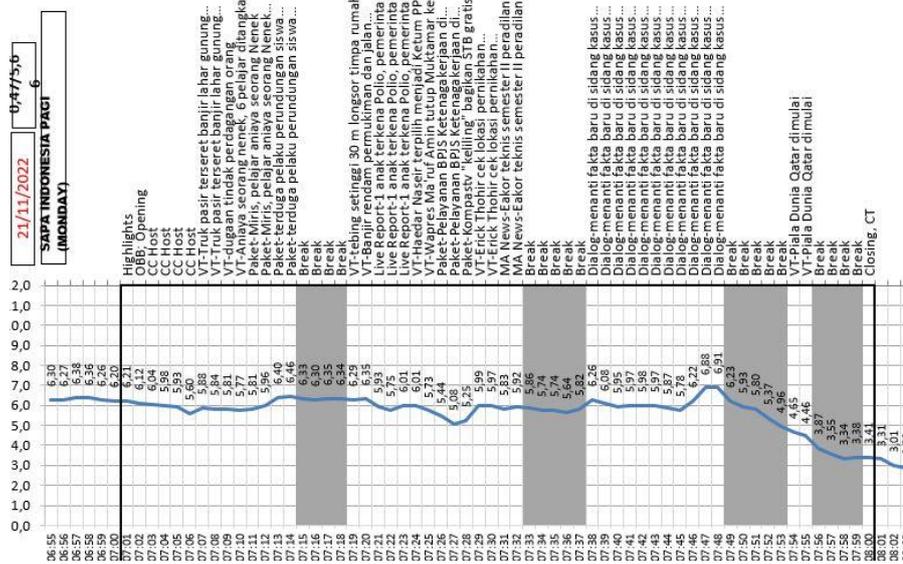


Audience Commodification Related to Ferdy’s Sambo Case on KompasTV

The attention of KompasTV viewers in witnessing the development of the Yoshua murder case with Ferdy Sambo and his men as the accused is indeed very large. KompasTV editors believed that the issue related to Ferdy Sambo is quite attractive to viewers in every development up to when the trial is over. The high curiosity of viewers who watched Sambo’s news content is evidenced by the data that researchers obtained from KompasTV regarding the share rating survey for programs broadcasting news of this case, which are as follows.

Figure 6.

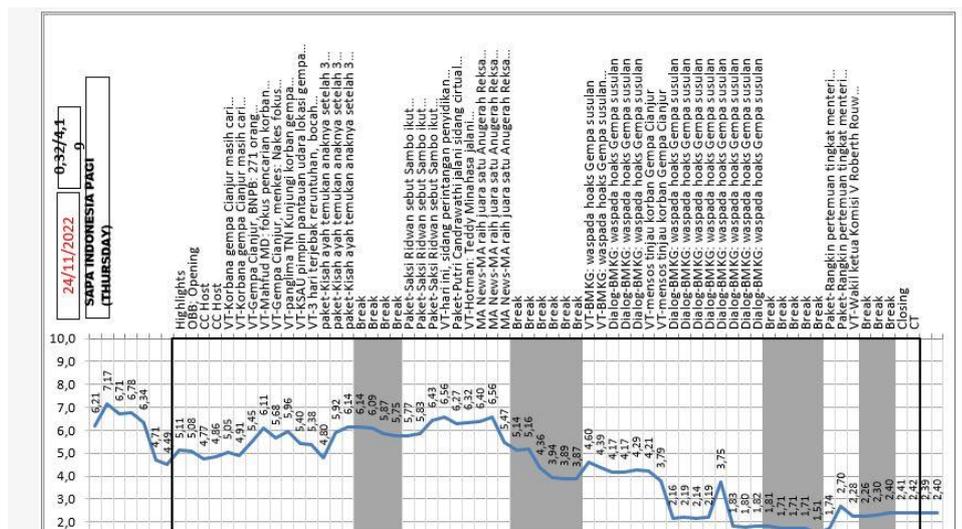
Minutes by Minute Data of Kompastv Program



The graphic image above is the result of obtaining the share rating for the Sapa Indonesia Pagi program. The morning prime time program on KompasTV, which airs every day, broadcasted a dialogue related to the Ferdy Sambo case with the topic “Waiting for New Facts in the Sambo Case Trial” on the 21 November 2022 edition. From the minute-by-minute graphic images, it was known that the audience watching the program had increased significantly during the dialogue about Sambo, the peak share rating from minute by minute reached 6.91. It started at 6.36 at the beginning of the segment until it finally peaked at 6.91, then the share rating dropped slowly when the dialogue ended and when entering the commercial break segment. More examples are below.

Figure 7.

Minutes by Minute Data of KompasTV Program



Based on the example of minute-by-minute share rating data for other Sapa Indonesia Pagi programs, viewers were also quite interested, especially in the news broadcast of this case on the topic “Witness Ridwan Stated that Sambo Joined in Shooting Yoshua”. It is evident from the data above that the broadcast package share reached 6.43, which means the peak of the program. This result has an impact on other Sambo news topics, such as “Putri Candrawathi Joined Virtual Trial”. It is also profitable in marketing news from the Supreme Court because the audience still stays in the same segment.

The data is just a sample of one of the programs that raise the issue of Joshua's murder in the form of packaged dialogues or speech titles. The interest for viewers is not only about free-to-air or news broadcast via television broadcasts but also about access to the same content on the KompasTV digital platform as follows:

Figure 8.

Breaking Program News Kompastv about Eliezer's Trial



If it is viewed from a digital platform, the audiences who were interested in content about Sambo were also very high. In the Breaking News Program on January 5, 2022, regarding the agenda for the examination trial for Eliezer, the number of views reached 174 thousand views only 5 hours after being uploaded. This is an indicator that KompasTV viewers not only watch on television but also on live streaming of digital platforms.

The data owned by KompasTV, especially those relating to the content of the Ferdj Sambo case, is the basis for the company to attract advertisers to cooperate with KompasTV, especially the sales and marketing parties who have strong data to offer it to companies or other parties that many viewers watch KompasTV. The data was expected to attract advertisers to choose KompasTV as a means of promotion. Thus the KompasTV Company gets income from broadcasting services due to the large audience that watches various news programs, especially about Ferdj Sambo.

The commodification of Sambo Case Content on iNews TV

As a news format television, iNews TV also focuses on broadcasting various journalistic programs, including the murder case of Brigadier Yoshua and the defendant Ferdj Sambo and his men. The InewsTV editorial team has issued a policy to continue to oversee and broadcast news about Sambo until it is finished.

The editors issued this because the content related to Ferdy Sambo was considered to attract viewers and grab public interest.

The duration of Sambo's case, which aired on InewsTV, was quite long. The InewsTV editor stated that the trial on the Ferdy Sambo case and related issues would continue to be broadcast even if the trial ended at 11.00 pm. Reporting on the Sambo case is not only included in the regular program but also included in iNewsTV breaking news program, which definitely starts at 10.00 am and finishes every Monday to Thursday or Friday. It had been running for more than four months.

The priority of the content of this case show is the main one. Editors even sacrifice mandatory news, including news about companies, marketing, and so on. This is to keep the Sambo trial broadcast continuously and attract as many viewers as possible. However, the InewsTV editorial team has provided a duration of around 30 minutes for regular programs to accommodate the ad slots that must be aired, even though the content inside is still related to the news case about Sambo.

Almost every day, news content about Sambo continued to fill the news program on InewsTV. The interesting things that the team of journalists found during the trial and other facts were reviewed in-depth for a very large portion of the duration. All of this can be seen from the iNews TV program, which always presents speakers to discuss it in depth from various aspects such as legal, psychological, victim's family aspects, the police, and brings in related experts.

In addition to the relatively long duration for displaying Sambo content, the iNewsTV editors are deliberately looking for other sides to be explored in depth and become news material which was considered quite interesting, for example, in the testimony of a former Sambo household assistant named Susi. This was considered interesting because she gave vague testimony. The iNews TV editorial team has repeatedly discussed this material in various programs. In addition, the editorial team invited Susi's husband, parents, and those closest to her to be interviewed regarding Susi's testimony which was in the spotlight. Apart from that, there are many other sources that are intentionally presented to report on the Ferdy Sambo case continuously.

The format for packaging Sambo’s news is not only focused on live broadcasts in the breaking news program, but specifically iNews has even formed and deployed a team to monitor the course of Sambo’s trial. Because iNews is part of the MNC Media Group, which consists of many TV stations, it is possible that the content was the same. That is why iNews sent some presenters specifically so that Sambo content on other TVs, including the MNC group, would be different. The presenter was expected to give different news.

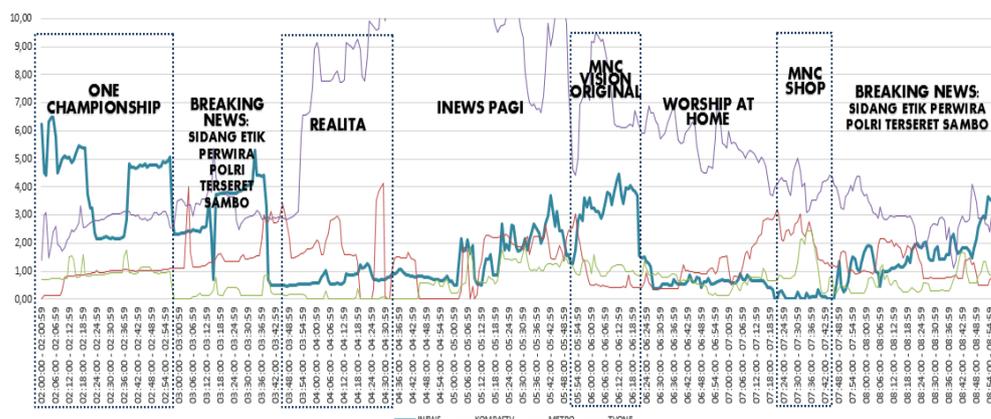
However, in its development since December 2022, iNews TV no longer broadcasts breaking news on the Sambo trial to accommodate ad slots that must be aired during the trial. The iNews TV editor finally issued a policy to continue broadcasting news about Sambo in regular programs such as morning iNews, afternoon iNews, evening, and so on. Because it is considered a priority, the packaging for displaying Sambo content in the regular program is also equipped with various additions and is in a special segment.

Audience Commodification related to the Sambo Case on Inews TV

As an industry in the media and communications sector, iNews TV’s income is from advertising revenue. Content related to the Sambo case in the regular program and breaking news in the rating share showed interest from the audience and iNews TV viewers. Therefore, various issues regarding Sambo continued to be included in the news program. The example of iNews TV’s minute-by-minute share rating is as follows.

Figure 9.

Minutes by Minute Data Program of Inews TV



Based on these data, it is illustrated that content about Sambo is attractive to iNewsTV viewers. This can be seen from the share rating for breaking news reruns about the ethics trial of police officers as Sambo's men. It reached a peak of more than 5.00 even though it was aired at 03.00 am. Meanwhile, the live broadcast program of the ethics trial, which started at 07.48 am, showed a trend of a significant increase in audience.

The iNews TV sales use this share rating data to attract advertisers to work together in the promotions of various programs. The results of the Nielsen survey data are considered quite important and are an indicator of whether programs broadcast by television mass media are of interest to the audience or not.

CONCLUSION

It is concluded that there are a number of forms of commodification both on KompasTV and iNews TV in the content showing the case of the murder of Brigadier Yoshua and the defendant Ferdy Sambo, including: 1) The commodification of content on KompasTV related to the Sambo case can be seen from the editorial policy when using the Sambo case as the main broadcast. The broadcast duration was large. It was every day during the trial until it was finished in the form of the Breaking News Program and regular news. 2) Commodification of content on KompasTV was also found in broadcasts that explored elements of sadness and grief by bringing in the victim's families in the form of talk show programs. 3) To attract viewers, news related to the Ferdy Sambo case was broadcast continuously. It was packed in many formats, such as inviting many sources. Almost every day, KompasTV invited many sources to discuss the developments in the Sambo case, such as experts in law, criminology, forensic psychology, and so on. 4) Audience commodification of Sambo content on KompasTV occurred in the KompasTV audience, which was used to get a high share rating, so many advertisers dealt with them. 5) The commodification of the content of the Sambo case on iNews TV also occurred when the editors issued a policy of overseeing and broadcasting the Sambo case to its conclusion. The duration given to the Sambo issue was very large. It even used other news portions.

It happened almost every day. The sales marketing team attracted as many advertisers as possible to generate profits for the company. Finally, it can be concluded that commodification in news broadcasts regarding the murder case of Brigadier Yoshua and the defendant Ferdy Sambo and his men, both on KompasTV and InewsTV, was carried out in terms of content and the wider audience. News content broadcast about Ferdy Sambo, which has been commodified, is an indication of competition between television and mass media, especially to both compete to get big profits. The content of Sambo's news broadcasts is likened to merchandise or commodities that are expected to attract an audience and be marketable.

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