Content analysis of corrupt behavior in anti corruption Film Festival (ACFFest) Films

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ABSTRACT

Keywords

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Corrupt behavior is a deviation in life; therefore, the need for mass media assistance that has a role in preventing and eradicating corruption in Indonesia is a medium that conveys knowledge to the public regarding bribery. Anti Corruption Film Festival(ACFFest) films were chosen as the object of research because of the film's themed stories about corruption. This research uses a quantitative descriptive method with Holsti model content analysis. The sampling technique used is saturated sampling (census), where all members of the population are used as samples. The results of this study found a tendency of corrupt behavior in 39 scenes out of 163 scenes. There is an perbuatan curang form of 59% or 23 scenes of the total scenes observed. For the frequency of scene pemerasan, seven scenes or 18%. Form penggelapan dalam jabatan is 15% or six scenes, and also three scenes or 8% in form suap menyuap. In ACFFest films, there are films that contain petty corruption, active and passive corruption, theft, embezzlement, and conduct creating or exploiting conflicting interests.

1. Introduction

Aristotle stated that moral corruption refers to various forms of irregularities in the constitution, where the rulers in the regime, even in a democratic system, have abdicated their obligation to obey the law and only act in their own self-interest (Sya'bani, 2019). At the individual level, we can see corrupt behavior in its various forms, both conscious and unconsciously influenced by social factors. This includes acts such as giving bribes, accepting bribes, giving gifts, as well as the increasingly widespread practice of nepotism (Muryanti, 2018). Quoting the book "Pendidikan Anti Korupsi", internal factors are the causes of corruption from the self, namely the greedy / greedy / greedy nature of humans, consumptive lifestyles, and weak morals (Syahdan, 2022). Without realizing it, it also arises from habits that are considered commonplace and natural by the general public.Abuse of power is one of the factors in the emergence of corruption, especially when power is absolute. It can be said that corruption is unlawful treatment to enrich oneself or others and the state finances will suffer losses and benefit oneself (Sya'bani, 2019).

Efforts to eradicate corruption in Indonesia have been regulated in statutory regulations, namely Undang-Undang Nomor 31 Tahun 1999(Habaora et al., 2020). The 30 types of corruption have been reorganized into seven categories of corrupt acts, namely suap-menyuap, kerugian keuangan negara, pemerasan, perbuatan curang, penggelapan dalam jabatan, gratifikasi, dan benturan kepentingan dalam pengadaan (*Aclc.Kpk.Go.Id*, 2023).The more common forms of corruption are found in the "UN Guide For Anti-Corruption Policies", namely *"Grand" and "Petty" corruption, "Active" and "passive" corruption, Bribery, Embezzlement, theft and fraud, Extortion, Abuse of discretion, Favouritism, nepotism and clientelism, Conduct creating or exploiting conflicting interests,* and*Improper political contributions* (Mukrimaa et al., 2016).

Indonesia has the highest corruption perception index in the Southeast Asia region, while other countries in the region tend to show a decrease in corrupt behavior. According to the 2018 Komisi

Pemberantasan Korupsi(KPK) report, the Corruption Behavior Index in Indonesia reached 2.0 during the 1999-2017 period (Habaora et al., 2020). Mass media has an important role in preventing and addressing corruption in Indonesia by providing a platform to convey knowledge to the public, including about corruption. Movies have also become an effective campaign or persuasion tool for today's society (Putu Shanti Prema Utami et al., n.d.).The movie "Kita Versus Korupsi" contains messages related to the various forms of corruption, individuals involved in acts of corruption, and efforts to provide anti-corruption education and awareness (Fabianti & Putra, 2021)movie .

Facing the problem of corruption that occurs every year in Indonesia, the creation of the Anti Corruption Film Festival (ACFFest) initiated by the Direktorat Sosialisasi & Kampanye Anti Korupsi Komisi Pemberantasan Korupsi (KPK) is considered as one of the solutions. KPK has the intention to use film media as a tool and a way to jointly influence and generate enthusiasm against corruption (Romli, 2012). In addition, there are several commercial films that also raise the issue of corruption, such as "The Raid 2: Berandal" and "Sang Martir". In addition, there are also independent films that focus on the theme of corruption, especially in Indonesia, such as "Segelas Kopi Manis", "Sekolah Kami Hidup Kami", and "Palak".

This research focuses on the winning films in the ACFFest competition. These films have the titles "Current Network," "Awas Ada Ujian," "Persen-an," "Piknik Panik," "Pulang Sebelum Berangkat," "Amalake," "Gombal From Home," "Babak Final," "Liburan Diam-Diam," "Ketue," "Kelompok Tidak Belajar," and "3000," which can be accessed through the official YouTube channel of KPK RI. Previous research using the content analysis method was conducted by Rahman Asri with the title "Reading Movies as a Text: Content Analysis of the Movie "Nanti Kita Cerita tentang Hari Ini (NKCTHI)" (Asri, 2020).Another research that discusses corruption by Asmita Handyani found that Menolak Diam is a film that depicts the anti-corruption attitude of a group of students towards the misappropriation of funds in their school, and contains moral messages about the relationship between parents and children, friendship support and idealism (Student et al., 2021).Previous research by Wahidah Fikriyah and Ihya' Ulumuddin concluded that the Implementation of Anti-Corruption Values in the Habibie & Ainun Film emphasizes the level of Nahi Munkar (Fikriyah, 2022).

From these three studies, researchers get an overview of content analysis research and corruption. The similarity between this research and previous research is that it discusses corruption. Meanwhile, the difference between this research is that it focuses on the issue of corruption and the subject of films from ACFFest. ACFFest is one of the national festivals that accommodates campaigning on the issue of corruption in Indonesia. The purpose of this study is to determine the description and frequency of the emergence of corruption behavior in the Anti-Corruption Film Festival (ACFFest) film. Then, to achieve the goal, the researcher wants to use Max Weber's quantitative content analysis method. The hypothesis or temporary conjecture in this study is that there are elements of corruption behavior in ACFFest films. There is also a hypothesis about the tendency of corrupt behavior in case perbuatan curang in the ACFFest film.

2. Method

In this research, the content analysis method is used with a quantitative approach and the type of research applied is descriptive. Weber explained that content analysis is a research method using a set of procedures to make valid inferences from text (Ahmad, 2018). According to Mayer and Greenwood (1983), descriptive quantitative research has a set of classification schemes, the researcher then measures the magnitude or distribution of these traits among members of a particular group (AMRI, 2019). In this quantitative study, data were collected through documentation techniques (Kusumaningrum, 2021). The researcher determined the sample unit in the content analysis was corruption behavior in the ACFFest film (Oki & Ridwan, 2022). The sampling technique used was saturated sampling (census), namely 163 scenes. The analysis method involved two coders including the researcher. Both coders recorded data based on the limitations in the indicators that the researcher had made. The content analysis method is followed by the following steps:

1) Make a code table and calculate the percentage of occurrence of each indicator.

2) Measuring the reliability of the data collected.

The measuring instrument must not only be valid, but also have high reliability. In content analysis, the measuring tool we use is a coding sheet (Eriyanto, 2011). The data obtained from both coders will be analyzed using the formula compiled by R. Holsti, namely:

$$CR = \frac{2M}{N1 + N2}$$

CR = CoefisienReability

M = Total statements that received agreement from both coders

N1+N2 = Total statements coded by the coder

3. Result and Discussion

The results of the reliability test conducted by the two coders on the scenes of corruption behavior are as follows:

Table 1. Reliability test results

	N1	N2	M	Reliability
Suap menyuap	3	3	3	100%
Penggelapan dalam jabatan	6	4	4	80%
Pemerasan	7	5	5	83%
Perbuatan curang	23	14	14	76%

Based on the results of the reliability test on the elements of corruption behavior in the Anti Corruption Film Festival (ACFFest) film, it can be concluded that there is a high level of agreement between coder 1 (N1) and coder 2 (N2) with a reliability coefficient of 100% perilaku korupsi suap menyuap, 83% perilaku korupsi pemerasan, 80% perilaku korupsi penggelapan dalam jabatan dan 76% perilaku korupsi perbuatan curang. The table does not show corruption behavior kerugian keuangan, benturan kepentingan dalam pengadaanand gratifikasi because there are no scenes in the ACFFest film that illustrate these groupings.

Table 2. Frequency and percentage results

Indicator	Frequency	Percentage
Kerugian Keuangan Negara	0	0%
Suap Menyuap	3	8%
Penggelapan Dalam Jabatan	6	15%
Pemerasan	7	18%
Perbuatan Curang	23	59%
Benturan Kepentingan Dalam Pengadaan	0	0%
Gratifikasi	0	0%
Jumlah	39	100%

Based on the results of data processing in Table 2, it can be seen that Anti Corruption Film Festival (ACFFest) films mostly use type or indicator perbuatan curang in delivering films about corruption behavior. A total of 23 scenes (59%) fall into the category or indicator of films with corruption behavior perbuatan curang.

As many as 18% of the ACFFest film scenes of corrupt behavior in the form pemerasan, which is seven scenes. Penggelapan dalam jabatan corruption behavior is 15% of the ACFFest movie scene, which is six scenes. Corrupt behavior suap menyuap is 8% of the ACFFest movie scene, which is three scenes.

The movie "Gombal From Home" tells the story of Eka creating a dating app profile with fake data and falsifying a job application profile. Making all of Eka's life processes a lie. This behavior is included in corruption behavior penggelapan dalam jabatan and perbutan curang.

The second movie, "Babak Final," tells Dimas to lose the match. This behavior illustrates pemerasan corrupt behavior. Juragan will also cover Dewi's living expenses as Dimas' girlfriend and give some money to Dimas for the cost of preparing for his dream of becoming a soldier. This behavior includes corruption suap menyuap and is included in petty corruption.

In the movie "Liburan Diam-Diam," there are several perbuatan curang behaviors, such as lying when entering the zoo with Mr. Kim and pretending to be alone while Kim and Mrs. Kim are at the back, covered by goods. In addition, there is pemerasan behavior, where Kim threatens his parents to go to the zoo. In addition, there are also perbuatan curang behaviors, such as purchasing gasoline mixed with kerosene and feeding the animals despite the prohibition to do so.

The fourth, "Ketue," tells the story of Mr. Bardan going to a shaman and giving the shaman an envelope containing money to get him elected. After Mr. Bardan was elected, he received incoming funds from Pajri with the intention that Pajri's project could be processed. This behavior falls under corruption behavior suap menyuap. Mr. Bardan's assistant embezzled the dawn attack money. This behavior falls under penggelapan dalam jabatan. There are petty corruption, active and passive corruption, embezzlement, and conduct creating or exploiting conflicting interests in the movie.

In the fifth movie, "Kelompok Tidak Belajar," a group of students lied to their teacher about not cheating. This behavior is included in corruption perbuatan curang. When students are called simultaneously, there are threats to each other between one student and another so that no one confesses. This behavior falls under corruption pemerasan.

The sixth movie, "3000" tells the story of a parking attendant who always charges whatever he wants in order to make ends meet. He does not accept if people give rates below the nominal amount he gives. However, there are also many people who do not accept the rates he gives. The parking attendant crossed out the "free parking" banner to "parking is not free." There were people who crossed out "2000" money to "3000". This behavior includes corruption perbuatan curang. The parking attendant also extorted the public in terms of parking. The parking attendant falsified the parking ticket from "2000" to "3000". This behavior belongs to penggelapan dalam jabatan.

The seventh film, "Current Network" tells the story of a father who is teaching his son to study online due to the pandemic, he has difficulty because his son cannot follow the task orders given by his teacher. When sending the task he encountered an internet network problem. As a result, he indirectly connected his neighbor's WiFi which caused an argument between himself and the next door neighbor. The WiFi connection is done by guessing the password without the owner's knowledge. It can be said to be a WiFi break-in. The success of the break-in made the father multiply the profit by selling WiFi to residents. This action is included in corruption behavior perbuatan curang.

The eighth movie, "Awas Ada Ujian" tells the story of a school principal whose house was hit by a flood going to his school to take the school's cash fund secretly. On the way, he met students and teachers from his school who made him realize that he was not alone in facing this disaster, and it made him realize so he canceled his intention to corrupt school funds. In the movie, there is talk of unpaid salary allowances. Such behavior includes corruption perbuatan curang. A principal who takes the school treasury funds is included in corruption behavior penggelapan dalam jabatan. There is embezzlement and conduct creating or exploiting conflicting interests in the movie.

The ninth movie, "Persen-an" tells the story of Ocir and Joni dealing with a project to make a tourism video from the local government that makes them involved in an institutional corruption trap. There is a "gratuity culture" of the parties involved. Several funny incidents happened to them, which not only disrupted the film production, but even cost the production funds because of the many deductions. The local government was extorting Ocir and Joni with gratuities. The local government also bid for the project again with a gratuity system. This behavior is included in corruption perbuatan curang. The movie "Persen-an" is included in petty corruption where a local government worker offers quick disbursement of money but they get a gratuity.

The movie "Piknik Panik" tells the story of a husband and wife who are pregnant and go on a vacation to the beach during the PPKM period. However, on the way they were stopped by Satpol PP. The husband made a lie so that he could still go to the beach, but the effort failed. On the way home, the husband and wife received an offer from a broker to go to the beach via the rat road. The husband and wife accepted the offer but paid one hundred thousand. On the way to the beach, the husband and wife found retribution that was considered illegal. Satpol PP cooperates with people who commit fraudulent acts. On the way, the husband and wife experienced extortion to pay for road repairs.

The movie "Pulang Sebelum Berangkat" tells the story of a husband and wife who want to go to Mecca to perform the Hajj. However, with the wife's condition being sick, they plan to accelerate the departure to the agency. How to speed up the departure by giving some money. This behavior includes corruption suap menyuap. The wife also lied about her healthy condition. The husband and wife were lied to by the agency regarding the Hajj departure. There is petty corruption, active corruption and passive corruption, and theft.

The last movie, "Amalake", tells the story of two young children going for a walk and chatting about corruption. The movie has the behavior of littering. This behavior is corruption perbuatan curang.

4. Conclusion

After conducting research on 163 scenes, the researchers concluded that there was a tendency for scenes of corrupt behavior to dominate in form perbuatan curang with the highest frequency of appearance. This is because corruption behavior in form perbuatan curang covers around 59% or 23 scenes of the total scenes observed.

The petty corruption form is found in the films "Final Round," "Ketue," "Persen-an," "Piknik Panik," and "Pulang Sebelum Berangkat." Active and passive forms are found in the movies "Ketue" and "Pulang Sebelum Berangkat." The theft form is found in the film "Pulang Sebelum Berangkat." The form of embezzlement is found in the movies "Ketue" and "Awas Ada Ujian." The form of conduct creating or exploiting conflicting interests is found in the films "Ketue," "Awas Ada Ujian," and "Piknik Panik."

The data found and analyzed and then concluded can provide truth to the hypothesis researchers made at the beginning of the study. The conclusion obtained from the data answers the hypothesis that there is a dominant tendency for corrupt behaviour perilaku korupsi in the Anti-Corruption Film Festival (ACFFest) films. It turns out that the facts found are that the dominant tendency for corrupt behavior in the ACFFest film is perbuatan curang.Hopefully, this research can contribute to raising public awareness about corruption behavior. For the next experiment, the researcher suggested using other theories.

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