The Images of Donald Trump on Online News Media in Indonesia Through Photojournalism: Media Construction and Readers' Perception

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ABSTRACT

This study aims to find out the representation of the President of the United States of America, Donald Trump, through photojournalism which is used to support the news coverage of the president in the Indonesian online news media. It is reader-response research examining photography representation in the Indonesian online news media: *okezone.com, tribunnews.com,* and *detik.com* in 2017-2020 to view the media construction and readers' perception. The respondents consisted of the students of English Department, Universitas Sebelas Maret, Indonesia were chosen to represent the digital native online news readers in Indonesia. In order to get the readers' perception, they were asked to "read" 15 photos of President Trump, 12 of them were taken from news coverages of three online news media: *okezonecom, tribunnews.com,* and *detik.com*; whereas the other three photos were taken from the White House official website. The finding shows that Donald Trump tends to be portrayed differently with those used by the White House official website. Furthermore, readers are able to recognize the official presidential photos among the photojournalism. Despite their awareness of the photo selections by the media, each photojournalism used in the survey is perceived both negatively and positively by the readers.

Keywords: *Photojournalism, online media, media construction, reader-response, Donald Trump.*

INTRODUCTION

Donald Trump is a very controversial world political leader due to his many not-popular policies while serving as the President of the United States. His figure is easily found in many mainstream media both online and printed. His face is familiar to the world public, globally, including in Indonesia. Often, he is against the media in such media wars throughout his official personal social media account and direct action against journalists. This is a very interesting phenomenon to discuss as he and his controversies in many occasions are vis a vis with media and public, for example, his policies on moving the U.S. Embassy from Tel Aviv to Jerusalem, building a wall at the border with Mexico to halt the flow of immigrants from South-American countries, tightening the immigration regulation to the U.S., cooperating with the authoritarian leader of North-Korea who develops a nuclear weapon, rising tension against China in the economic war, or lately, combating COVID-19 pandemic through less scientific evidence.

Millenium age has been marked by the increasing use of new media, most of the existing media which previously focused on their printed publication, radio, and television, have migrated or at least provide the digital version of their publication to be easily accessed by their readers. There are "22 per cent of people using the internet in the world" (Rizkianyah, Muslikhin, & Wiratma, 2020, p.1). The growing technology which affects the attitude of the newsreader has altered the form of media today. Davis (2010, p.124)

mentions that ICTs are viewed "as 'more of mutual shaping process in which technological development and social practices are co-determining'. Such socially-shaped adoptions of new media are, consequently, also likely to impact the way politicians, journalists, and their public engagements".

In addressing globalization, Lull (2000, p.11) highlights the advancement of technology in media as the interconnectedness in communication which is enabled by communication and connectivity. In terms of the advancement of technology, the technology consumption, and how it affects consumers, Sayer (in Burgett & Hendler, 2014) points to "technoliteracy" to emphasize the active consumers –"hacker's knowledge"- with an ability to make the reproduction of the social values, knowledge, and culture in newer technology. The digital era has opened for more collaborative works among scholars to criticize and even make technology while addressing social justice. Digital Humanities is the newer common approach in this case. Thus, there is also a room for media themselves in the process of such reproduction and even the involvement of the media readers. Media consumption finds its newer forms and personalized. Such online news can be accessed through the growing technology of smartphones. This new media has been the major method in media content distribution today looking at its accessibility and practicality.

Indonesia also has a similar phenomenon. Online news media is getting more and more popular especially in the second decade of the 21st century. Many established conventional media decided to provide the online version to reach their readers in addition to the flourishing new news online media. Historically, Sen and Hill (2007, p.200) point that "the news-magazine Tempo (banned in June 1994) went on-line as *Tempo Interaktif* in March 1996". It was followed by other established newspapers in Indonesia, for example, Kompas with Kompas.com and Republika with Republika.co.id. Furthermore, the smartphone culture has also contributed to the higher access to online media, especially for millennial generations to shift the internet consumption mode such as internet café or personal computer. This research uses the big three online news media in Indonesia based on Alexa (n.d.) rank, they are *okezone.com, tribunnews.com*, and *detik.com*. The three online news media are original online news media unlike the three mentioned previously.

Media exposure is very important for a political figure. Media function as a tool to reach constituents for a political figure, as a communication device. It is, further, useful to enhance their popularity by delivering a positive image of them. Based on his research to test the relationships among media coverage, public salience, and the strength of public attitudes regarding a set of 11 political figures, Potter (2012, p.154) underlines that the findings "indicate that increased media attention to political figures was correlated to higher levels of public perception on the salience of issues". Media are, however, able to lessen their reputation or reduce public supports when the negative sides are exposed. Media have a great role in creating an image of a political figure, it is a media effect. Their performance in the eye of the public could be measured through what the media represent through the coverage of the political figure.

News is the most recognized way used by the media in delivering information to the readers. For example, straight news which "consists of facts given straight without embellishment. Its main aim is to inform. It uses the summary lead and is written following the inverted pyramid structure" (Cruz, 2008, p.30). In the presentation, straight news maybe, not always, accompanied by photojournalism. Photojournalism supports the written text with visual information. It is specific journalism employing image to illustrate a certain

reported event of a person's activity or tell a story. Therefore, "photojournalism is a method of communication" (Rothstein, 1974, p.128).

The frame used by media in delivering the information will construct a certain reality for the readers. It is not necessarily false information as media has ethics in writing information, it, however, can be filtered or selected information that leads to a certain understanding or negates certain information. "Media hold the power to manipulate the masses. Different media groups serve the vested interest of a certain "specialized class" of society by propagating "false consciousness" among the viewers" (Hassan, 2018, p.2). This, as a result, creates a certain version of reality constructed by the media.

How certain information at the end interpreted by the readers can be traced to how readers perceive the information. "Reading media imagery is an active process in which context, social location, and prior experience can lead to quite different decodings" (Gamson, 1992, p.375). It means that a reader may see differently comparing to other readers; they may even conduct a conversation with other readers who have different interpretations. "The process of negotiating meanings in audience reception is an important aspect in cultural studies" (Salleh & Bauer, 2018, p. 188). Reader-response research can be a useful tool to examine the readers' perception upon certain delivered information to see how the information is perceived. Therefore, this research-based article is aiming at finding the readers' perception in Indonesia on the images of President Donald Trump represented by photojournalism appearing in the Indonesian online news media.

LITERATURE REVIEW OR RESEARCH BACKGROUND

Photojournalism

Photojournalism is important for the future (Rothstein, 1974). Whilst, today's readers are dominated by millennials who become a visual generation, new media is, therefore, usually characterized by more visual representation with less written information. Photojournalism is not a random photo taken as a news accessory. It is, indeed, an important element to drive readers' perception of the news narrated. Photojournalism represents an active person or happening to record what a person did or what important event happens, it is not a static picture with no story.

An image has a powerful impact on constructing the audience's perception. Image may reveal past memories and draw a viewer into a photo scene as a witness. In discussing the Vietnam War and the wartime journalist's expression, Hynes (2003, p.200) emphasizes that "visual images made the first powerful impact". He further adds that the photojournalism created common narratives of the war, even a myth of the war, while there were no single but complicated facts about the war. The stories and photos could be used as a war criticism by a journalist. In terms of photojournalism, the audience may mislead the interpretation due to camera angle, frame, point of view, the quality of colour, the selection of the photographic image, or even the knowledge of the reader. An image may create multiple perceptions. Furthermore, Huang (2001) points out that images that appear on the media are a result of digital-imaging manipulation. There are digital alteration processes to edit photographs prior to its appearance in newspapers, magazines, or online media.

Online Media Consumption Among the Millenials

Media is not free of interest. It has a certain agenda or even ideology in delivering the message to the public. Lull (2000, p.13) underlines this as the ideology which is "organized thought -- sets of values, orientations, and predispositions that are expressed through technologically mediated and interpersonal communication". In discussing language and ideology in media, Hall (2005) emphasizes that subjects cannot be separated from language and ideology in subject formation in the media representation. According to Althusser (in Žižek, 1983) media is one of the ideological state apparatuses. It is the communications Ideological State Apparatuse which has the function to disseminate ideologies as a way to market commodities. There is a possibility of the existing representation gap. Social injustice may happen when certain groups, communities, and identities like gender and race are not justly represented. Power certainly matters in terms of media production and consumption as well as ideology.

However, the more common digital participatory media has given consumers the ability to leverage their representation further. Nakamura uses the memetic culture example – the meme usage (in Burgett & Hendler, 2014). It is a common cultural term today in which, through their specific identity of a term in such memes, the millennial identity can be conveyed. Thus, social media, including the mode of speech used, produces a special virtual community. For millennial generation, they commonly read the news which is shared through social media and not by directly subscribing to the news site. News sites, thus, have their own social media account to buzz the new-released news.

METHODOLOGY

This is qualitative reader-response research. It seeks to interpret the readers' perception toward photojournalism of Trump appearing in three online news media: detik.com, tribunnews.com, and okezone.com during 2017-2020. This research surveyed the students of English Department, Universitas Sebelas Maret, Indonesia to get the readers' perception. They represent digital native online news readers in Indonesia. The questions are first, about pre-requisite questions to filter their eligibility and the respondents' initial knowledge about Trump as the news subject of the research, second, their perceptions upon the photojournalism, and third, their media literacy in terms of media constructions.

The respondents read 12 photojournalism taken from the three media to know how they perceive Trump's image as a political leader as represented by the three media. Additional three photojournalism taken from White House official website were used to see how the readers' perception may vary and able to compare with those appearing in the Indonesian online media version. Photojournalism used in the survey is in the form of photos that are selected purposively to represent Trump's various activities and angles in three different online news media and the White House official website. The result of the respondents' readings is analyzed by classifying them into points of perception. The classifications are, then, used to conclude how readers' perception toward Trump as the media effect through their reading on photojournalism of Trump appeared in the Indonesian online media that they use to support the news related to Trump and his policies.

RESULT AND DISCUSSION

Trump's Representation Through Photo Journalism

Detik.com, Okezone.com, and Tribunnews.com are three top ranks online news media in Indonesia by alexa.com, a website traffic statistic by amazon.com, as it was summarized in January 2020. It means that the three media are considered to be the most visited Indonesian online news media. Alexa.com recorded that the top 5 ranks in order are okezone.com, google.com, tribunnews.com, youtube.com, and detik.com. Google.com and youtube.com are not online news media; they are not used as sources for this research. Based on the survey of the research, it is confirmed, that none of the respondents involved in the survey does recognize the three media.

There are two types of photojournalism used in this research. They are (1) Trump's solely pose in an official public speaking and (2) his interaction with other figures. This is based on the major categorization of photojournalism found in the three media. His interactions with other people were also found in two types of medium shot (half body) and full-body pictures which enable readers to view his posture in addition to his facial expression, gesture, and body language. The photojournalism used as the data represent activities done by Trump and were taken from the three media which are used to support the news reports. Three photos are taken from the White House official website to see how media − Indonesian online news media − and the U.S. government may have different consideration in selecting the photos to appear in their online pages.

Researchers recognized the versions as the White House play the role as public relations of the presidential office while media have their own ideology that may construct their own version of reality. The researchers found that the Indonesian online news media tend to show Trump not in his best image compared to the official photos found in the White House official website. Trump is repeatedly presented to have funny or bad expression seen from his facial expression, gesture, body language, and posture in these media. From 12 photos taken from *detik.com*., *tribunnews.com*., and *okezone.com*., three photos show President Trump with his mouth open rather wide and funny expression; two photos show him pointing to the audience with unpleasant expression; four photos capture him shaking hand with the presidents from other countries in a bilateral or a world meeting in which he tends to lean on the others forcefully; three photos snapshot him among the world leaders and tend to be shown as the one who performs "different" from the others. For example, in Table 1, the photo number 4 shown in okezone.com (2019) of the world leaders photo group at NATO conference, Trump faces the left side, whereas the other leaders face the right side. Trump's unneatly pants from sitting too long are clearly shown and his unbutton jacket makes him look unprofessional compared to the other male leaders who dress neatly despite also having unneatly trousers and jacket. The photos were taken from the official website of White House as in photo number 2, 6, 11 in Table 1 show Trump quite different from what is shown by the online news media. The photos capture Trump smiling, looking serious and professional. The images selected by the Indonesian online news media may take effect to the readers, media construction to lead the readers' perception to be in line with the portrayal presented by the images of Trump used to support the news.

Readers' Perception of Trump

The respondents were filtered and given initial questions on whether: (1) they have ever read online news, (2) they have ever joined American studies course(s), (3) they are familiar with the three online news media, (4) they know who Trump is, and (5) they are familiar with Trump's face on the media. From the 19 respondents submitting the feedback, 18 are eligible. One respondent does not read online news media. Question number 2, 3, and 4 are 100% answered yes, and question number 5 is answered 89.5% yes.

Answering the question of how they get familiar with the Trump figure, social media is the most common answer. Despite they mention other types of media including newspaper, television, and online news, social media is more commonly used by all respondents. Social media is very important in terms of access to online news media. Most of the respondents use social media to get buzzed information and not directly open online media regularly. They will follow the link shared through a social media account that will land them in the news reported by the media. Twitter is the most popular in addition to *Line Today, Instagram*, and *Whatsapp*. In this open question, it is also recorded that two respondents mention that they are interested to read the news due to his controversial policies.

The second initial question is intended to know their earlier perception of Trump. The following listed adjectives are the way they express their earlier perception about Trump: controversial, antagonistic, sensational, discriminative toward Muslims, dictator, ambitious, racist, evil, diplomatic, arrogant, not wise, tidy in terms of fashion, expressive, confident, stubborn, old, capitalist, profit-oriented, greedy, political, powerful, mean, and strict. Most of the respondents' early stages of perceptual interpretation tend to show the negative perception, while only a few of them have been found to express Trump's positivity. However, what they perceive at one moment might or might not reappear on the next occasion because what is perceived is perceived as the present. Thus, it is significant to see which characteristics of Trump that is improved and replaced by the perception of change. On the other hand, it is common to see how the previous perception influences the next one due to the causal effect.

Table 1 shows the photojournalism used in this reader-response research survey and the result of the survey. The researchers have classified the responses into negative and positive and categorized them by points of idea. The photos are presented in random order based on the order used in the survey. As it is shown on the Table.1, there is 15 photojournalism, three were taken from the White House, the rest were taken from the three Indonesian online news media. Information on the sources is provided.

Table 1: Photojournalism used in and the result of the survey

Photo #	Photo Journalism	Online Media Source	Reader-responses Characterization and actions are concluded from the answers
1		Okezone.com (2019)	Negative: Selfish, arrogant, superior controlling others, dominating, insulting Positive: Confident, enthusiastic

2		Whitehouse.gov (n.d.)	**Negative:** A sly smile, half-hearted smile, fake smile
			Positive: Confident, elegant, formal, wise A friendly smile, having lots of experiences
			Note: some respondents could identify that it is from the official presidential picture and argued that the smile, neat hair, and elegant pose somehow were set in such a way with a certain angle in order to look good.
3		Detik.com (Azizah, 2020)	**Negative:** Insulting, having hidden agenda, planning something evil, being not serious, unfriendly, appearing in memes
			Positive: Serious to establish a good relationship between two countries, sincerity
4		Okezone.com (2019)	**Negative:** Not serious, disrespectful, no wise vibe, different not in a good way (quirky), standing manly, doing whatever he wants
			Positive: Simplicity, friendliness, happy
5		Detik.com (2020)	**Negative:** Dominant, superior Intimidating, controlling Indonesia under the US interest/domination, Indonesia as a prey
			Positive: Respect, polite, serious, friendly, maintaining good relations, Indonesia as a partner/ teamwork
6		Whitehouse.gov (n.d.)	**Negative:** Fake smile, arrogance, superpower, ambitious, authoritative
			Positive: Determined, achievement, smiling happily (content/satisfied), open, positing energy

7		Okezone.com (Julio, 2017)	Negative: Demanding, intimidating, ignoring other opinions, superiority Positive: Friendly, serious, respecting, building good relation, gaining trust
8		Detik.com (2020)	Negative: Demanding, having hidden agenda, controlling, intimidating, possessive Positive: Collaborative, serious, friendly, socializing, easy going
9		Okezone.com (2017)	Negative: Arrogant, proud of himself, impervious to criticism, careless, decisive, loud, opinionated Positive: Passionate, excitement, confident, enthusiastic
10		Detik.com (Erwanti, 2020)	Negative: Upset, superior, angry, not open to any criticism, dictator, threatening, commanding, intimidating, Positive: Passionate, brave, firm
11		Whitehouse.gov (n.d.)	Negative: Arrogant, only listen to his own voice, not convincing, nervous, confused, overconfident, serious, becoming the centre of attention, not to be trusted Positive: Sad face delivering unpleasant news, relax, wise, not aggressive
12		Tribunnews.com (2020)	Negative: Confused, passionate, temperamental, angry, disappointed, panicked, shocked, annoyed, funny Positive: Passionate, excited

13		Tribunnews.com (2019)	Negative: Intimidation, impolite because eating with the left hand (culture), not the best pose, bad publications about him, ugly (not elegant like the others), Positive: Friendly, negotiable, sociable, relax, expressive
14		Detik.com (2020)	Negative: Superior, powerful, dominant, judging, strict, rigid, intimidating, aggressive, authoritarian, temperament Positive: Passionate, excited
15		Tribunnews.com (2019)	Negative: Not friendly, rigid, stiff, feels trapped, looking down on the Queen, want to become the centre of attention, feeling the strongest, powerful, Positive: Friendly, respect, serious

Photo number 1 is an attention-grabbing image because the people in the background who are standing behind Trump give a more thorough narrative to Trump's impression. Moreover, his facial and body language confirmed even more precisely how he is undoubtedly definite about what he is talking about at that moment. Unfortunately, the characterization is simply based on the photo without any explanation of the setting. The hands shown can be seen as two thumbs up that might be given as a token of appreciation to someone or something. On the other hand, the thumbs can also be seen much closer to his chest, giving the impression that he is talking about himself and how he is proud of himself. The four other gentlemen behind him show how he is in front of them, the most of them, and when we see how the others look at him, we can say that they, too, are proud of him. The smile and the eyes looking at Trump indicate admiration and satisfaction. Thus, it is not surprising to see how the negative image of Trump is perceived by the respondents, such as "superior," "dominating," and "controlling others," appear since it might be seen from the people in the background and his body language. However, they can also lead to a more positive perception, such as "confident" and "enthusiastic" from how his surroundings treat him.

The Whitehouse.gov released photo number 2 that unexpectedly contributes to a more positive perception than damaging to the respondents. However, the notes informing how they set this photo to look good do shape the way the respondents characterize Trump. The background of the picture is arranged to clearly display the flag of the U.S. to make sure that it is part of his image. It is a single official photo that might be used to be displayed in the government offices; consequently, it might not indeed illustrate Trump's character.

Nonetheless, this picture successfully attractive to his viewers, even touch his deep personality, such as "wise" and "having lots of experience."

Photo number 3, taken from *Detik.com*, seems very simple, as seen from the background. However, the people in the photo make the viewers captivated due to their long history of the relationship politically. The two giant leaders representing their nations caught in a photo must arouse readers' questions that usually lead to both of the nations' futures. How the readers perceive the relationship between the United States and North Korea is appeared to be reflected in how they respond to the picture. The complexity of their relationship can also be seen from the contrastive perception they point out, such as "serious to establish a good relationship between two countries" and "sincerity" from the positive side to highly negative ones such as "having hidden agenda" and "planning something evil." Nevertheless, the respondents' responses indicate how society sees the two big nations, symbolized by their head of states. Another interesting finding to note is some respondents recognize the photo of Donald Trump and Kim Jong-Un from meme spreading in all over social media. What is meant by meme is "an amusing or interesting item (such as a captioned picture or video) or genre of items that is spread widely online especially through social media" (Meriam Webster, n.d). The history between two countries that is always tense and in red alarm mixes with the controversial policy of Donald Trump trying to approach Kim Jong-Un that is seen as having a hidden agenda might lead to the creation of memes which tend to mock or ridicule.

Photo number 4 is taken from *Okezone.com*, and as the photo showing many people surround him, the gestures and his facial expression contribute to how the readers' read his character. The negative perception might appear from how he looks at different directions other than the other four people behind and next to him. They might also pay attention to how he likely not in a comforTable position of standing, as seen from his untidy suits compare to the others. However, this seems to build an affirmative impression as his funny look on his face is responded positively by the person next to him.

Similar to photo number 3, *Detik.com* illustrates the relationship between the two nations, but this time, one of them happens to be the nation of the respondents, Indonesia. President Joko Widodo and Donald Trump are seen shaking hands while sitting on white sofas in front of the two flags: the U.S. and the Indonesian flag, red and white. The number of positive and negative perceptions is almost equal, which might show if Indonesia still looks forward to better diplomatic relations with the U.S. despite his intimidation in the news recently. Most of the respondents' response also deals with the U.S.-Indonesia relations, but not of individual characters, such as "Indonesia under the U.S. interest/domination," and "Indonesia as a prey" from the negative perception, and "Indonesia as a partner/teamwork" for a positive one.

Photo number 6 has a probable supposition to steal the readers' attention due to some positive ambiences carried by how he achieves the country's accomplishment. However, as the picture is taken from Whitehouse.gov, the possibility of presenting a real image might be doubted and somehow turn into something made-up. The gestures invite both positive and negative perceptions, such as "fake smile" and "smiling happily (content/satisfied)."

Photos number 7 and 8 published by *Okezone.com* and *Detik.com* share similarities in terms of representing Trump shaking hands with the chiefs of the nations. The background of the photo is also parallel in a context that each leader is standing in front of

their flags: President Mahmoud Abbas from Palestine and President Xi Jinping from the People's Republic of China. However, the body language and facial expressions shown through either Trump or the opposites might contribute more to how the respondents assess their sense of perceptiveness. The negative qualities of "demanding" and "intimidating" appears in both photos, and so does the positive image of "serious" and "friendly."

The next four photos of number 9, 10, 12, and 14 expose Trump's solely expressions without anyone else in the surroundings, except for some backgrounds like a flag, pictures, podium, microphones, or the security. Predictably, these pictures gain more negative perceptions than positive ones because the readers' attention is all to his postures, gestures, body movement, and facial expression. They all look more intimidating than reassuring. His most prominent hand gesture includes pointing hand at the interlocutors, whoever they are, as seen on numbers 10 and 14. Another noTable instance that also stands out from the picture is his facial expression, especially with his bulging eyes and mouth open, speaking if not shouting insistently. This description can be seen in numbers 9, 10, and 12. That is why the respondents' positive image for all the four photos is not more than two or three perceptions, such as "passionate" and "excited." This is in contrast with almost ten negative perceptions that involve "temperament," "loud," and "threatening."

Photo number 11 is quite different from the others because the news title is written on the photo, which gives some illustrations to the readers on the setting of the speech. The title can be an advantage and a disadvantage at the same time, due to how the readers understand Trump's nature when dealing with the topic. Unfortunately, not many respondents sympathize with how the Whitehouse.gov published the photo because, once again, it could be a sham. It is proven by how he seems to be under-controlled, not with his ferocious appearance as the respondents call it "relax" and "not aggressive" from the positive aspect, but "not convincing," "nervous," and "confused" on the negative part.

Photo numbers 13 and 15 published by *Tribunnews.com* are both similar and dissimilar because Trump is depicted as being in the middle of a gathering with two different events. Number 13 is more casual than number 15. He is seen round-up with other state leaders, including the President of Indonesia, while standing, chatting, and eating informally. Nonetheless, number 15 is him among the British royal family of Queen Elizabeth II, Charles the Prince of Wales, and Camilla, his wife. They are all rising to face the same direction that might be difficult to have any conversation between them. The result can be perceived that photo number 13 has more positive quality than photo number 15, such as "friendly" and "sociable." In contrast, number 15 has the opposite impression of "rigid," "stiff," and "not friendly."

Based on the readers' reading from the survey, the researchers note the following points: (1) Some pictures are recognized as viral meme, (2) Readers are able to recognize the official presidential photos used by the White House, and (3) the photojournalism is seen both negatively and positively. At this stage, we can see that the variety between negative and positive perceptions are presented altogether, where each photo must have both sides even though the dominant perception is still occupied by the negative traits. Moreover, some notes from the respondents are available to provide a more compelling way of thinking on how they decide to approve the positive or negative perception merely based on the pictures.

Some pictures used by the Indonesian online news media are recognized by the respondents as a viral meme to ridicule the president's controversial policies. This point indicates two important things. First, it can be used to identify that the respondents are social media users and familiar with a meme about Trump circulated through social media. Second, the photojournalism used by the three Indonesian online news media, not all of them, are also used as meme mostly functioned to attract, amuse, or draw people's attention. Meme, however, are also related to jokes (Meriam Webster, n.d.) in digital culture. A respondent, for example, points out photo number 3, "The expression that Donald Trump has when shaking hands with Kim Jong Un is very unsightly. No wonder these photos are often used as memes, their interactions are very rigid". It also tends to make fun of the photo; it is repeated by other respondents at the same photo and some other photos. Other respondent comments photo number 12 as "not the best pose, I am sure it is a bad publication about him".

The respondents are able to recognize the official presidential photos among the photojournalism taken from the three online news media. Even though the sources of the photos are not mentioned in the survey, the respondents reacted to photos used the White House as positive images to portray Trump. Picture number 2 for example, is perceived as a representation of confidence, elegance, friendly smile, formal attire, wise man, and have lots of experiences. A respondent also underlines that picture number 6 is useful to create Trump's good image as a politician. In fact, it is a common pose of a leader with a bright smile showing a newly signed document. Interestingly, the personal beliefs of the readers about Trump are also expressed to show that they do not agree with such representation by calling these photos as a false representation of Trump. A respondent calls it a fake smile. Other mentions that he has hidden agendas behind his friendly look. The response is influenced by the previous readers' perception of Trump.

Each photojournalism used in the survey is responded by both negative and positive perception. Most of the respondents respond to the photos by mentioning both the positive and negative aspect of Trump as responses to all photos. However, the respondents tend to comment on the positive aspects first on photos presented by the White House (photo number 2, 6, and 11) and followed by their negative perception. It is in contradictory to those photos used by the Indonesian online news media which respondents tend to respond negatively first. Respondents use adjectives to describe Trump's characterization as their perceptions. Positive adjectives used are such as passionate, excited, serious, expressive, etc. and negative adjectives are such as arrogant, ambitious, temperamental, aggressive, etc. It is listed in Table 1 as the summary of the responses. As it is read by the Indonesian respondents, there is also a cultural factor that affects the respondents, for example, "impolite because he is eating with the left hand" to comment photo 13. The respondents also use words to describe an action such as establishing a good relationship perceived as a positive action and planning something evil perceived as a negative action.

CONCLUSION

The Indonesian online news media in this research tend to portray Trump differently from those used by the White House official website in terms of photojournalism whether it is for his personal activity such in public speaking and his official presidential activities. The differences are found in terms of facial expression, gesture, posture, and angle of the photojournalism used. This may take media effect to the readers in terms of constructing

readers' perception to be in line with the portrayal presented by the images of Trump used in supporting the news.

The reader-response survey shows that respondents have their early perception of Trump as a familiar popular figure, mostly negative characteristics as a leader. They access online news through their social media accounts' newsfeed and not directly following the media. Some of the photojournalism taken from the Indonesian online media are recognized as popular pictures which are viral as a meme to ridicule the president's controversy. The respondents are able to recognize the official presidential photos among the photojournalism. Despite their awareness of the photo selections by media, each photojournalism used in the survey is perceived both negatively and positively.

BIODATA

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