Black African American Racism: Ethical or Political Issue in America? (As Depicted on America's Most Popular News Portal During May-June 2020)

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Keywords: Racism, Digital Media, Political Issue, Ethical Issue, Public Opinion.

Abstract: To identify whether it becomes an ethical or political issue as depicted on CNN and Huffington post during May-June 2020, I conducted a content analysis method with a quantitative method approached. Population and sample in this research is an online news article on *Hufingtonpost.com and edition.cnn.com*. Each population and sample for each online news articles was 200 population from May, 25-June,9,2020. The unit analysis of this study was online news articles and themes. Based on themes, political issue is the most highlight in both media, on *huffingtonpost* was 77 theme (77%) and *CNN* was 68 theme (68%). Based on news articles, black people was threated unfailry by systemic racism in America by law enforcement as American symbol on *huffingtonpost* was 83% and *CNN* was 82%, black people dealing with violence and bullying on *huffingtonpost* was 83% and *CNN* was 82%, police brutality towards black people on *huffingtonpost* was 92% and CNN was 89%, power abuse toward to black people on *huffingtonpost* was 55% and *CNN* was 59%, racial problem on *huffingtonpost* was 68% and *CNN* was 61%, Democrats and Republican's view on racism on *huffingtonpost* was 94% and CNN was 87%, injustice between the white and the black on *huffingtonpost* was 84% and CNN was 82%, police brutality on *huffingtonpost* was 92% and *CNN* was 89%. Back to *Network Agenda Setting theory*, media and public has the same interest on racism issue, the difference is media has political agenda when they are portraying racism issue. Meanwhile public has an agenda this issue is becoming a potential issue to gather public opinion among citizens.

1 INTRODUCTION

Racism is not only social and cultural problem, but also in all aspect. People have different thought about people with color in community. How people think of Asian, African-American, Hispanic, Latin, Moslem, and others. Since this issue has not been handled yet, it becomes nation's problem and it becomes pandemic in America.

People with color have been prejudice in community. They even could not afford to have the same facilities as a citizen who has the same rights with other people just because they don't have the same color with the whites, as cited by Prof. Etin Anwar who is curently living in Geneva, New York, said that the black people facing "injustice" because of the American System (Anwar, 2020).

Black people are sick and tired of systemic racism in America and its implication in society with triggered a discriminatiaon between the whites and the blacks, police brutality towards to black people/community, stigmatization, unfairly criminal justice system, unfairly in pay/hiring/promotion, stealing black people real freedom and equality. (Ben-Meir, 2020).

In case of stigmanization, the whites acted like they are suspicious of African- American people, where black man are 73% versus black women is 59%. In case of education, people acted as if they are not smart where black man are 61% versus black women 59%. Being subject to slurs or jokes, black man are 57% versus black woman are 49%. Been treated unfairly in hiring, pay or promotion, black man 50% versus black woman are 48%. Fear for their personal

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safety, black man are 46% while black women are 40%. People assumed they are racist and prejudice, black man are 31% while black woman are 20% (Drew Desilver, 2020).
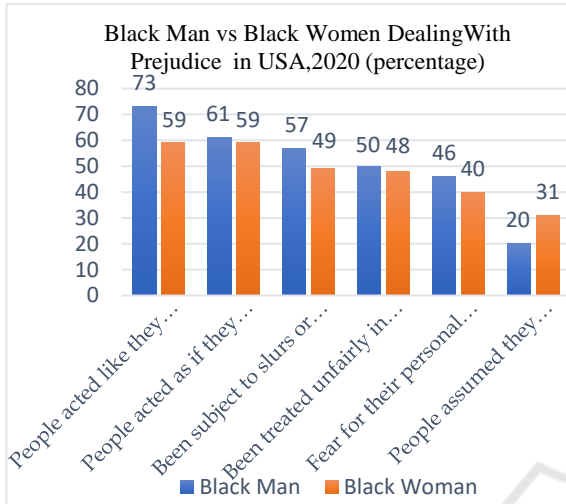

Chart 1: Black Man vs Black Women Dealing with Prejudice in USA, 2020 (Percentage).

African-American people are treated injustice than whites in dealing with the police and criminal justice, where 84% of black adults said in dealing with police, they are generally treated less fairly than whites; while 63% of whites said the same. In case of Criminal Justice System, 87% of blacks and 61% of whites said the U.S. criminal justice system treats black people less fairly (Drew Desilver, 2020).
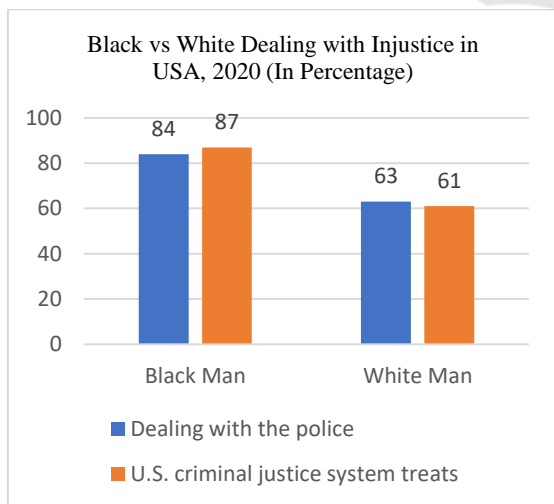

Chart 2: Black man vs Whites Dealing With Injustice in United States, 2020 (Percentage).

Black adults are about five times as likely whites to say they've been unfairly stopped by the police because of their etnicity. According to Pew Research Center, 59% of black man say they've been unfairly stopped by the police, and 31% of black woman unfairly stopped by the police (Drew Desilver, 2020).
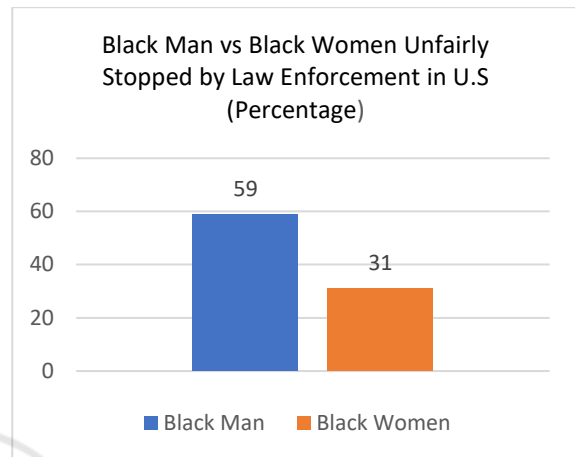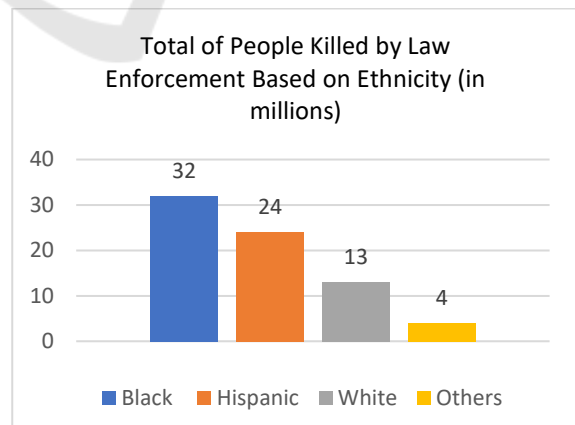

Chart 3: Black man vs Black woman Unfairly Stopped by The Law Enforcement, 2020.

Across the U.S., black Americans lived in fear by police officers armed with weapons who monitored their behaviour, attacked the black people on the street or even in their homes, and killed them for the slightest alleged provocation (Philimon, 2020).

Although half of the people shot and killed by police are white, African-Americans are shot at a disproportionate rate. They account for less than 13 percent of the U.S. population, but are killed by police

Source: The Washington Post, Sept, 3, 2020

Chart 4: Number of People Killed by Law Enforcement in US Based on Race or Ethnicity.

at more than twice the rate of White Americans. Hispanic Americans are also killed by police at a disproportionate rate (The Washington Post, 2020).

The chart shows that the rate at which black Americans are killed by police is more than twice as high as the rate for white Americans. Black american 32 million in total, Hispanic 24 millions in total, Whites 13 millions in total, and others 4 millions in total. Most victims are young males between 20-40 years old. Based on data of washington Post on Sept,3, 2020 data shows that young males ages between 20-24, 600 males was killed. Young males ages between 25-29, 800 males was killed. Young males ages between 30-34, 900 males was killed. Young males ages between 35-39, 700 males was killed (The Washington Post, 2020).

One of cases recently is Geoge Floyd, a black man who was killed in a Minneapolis police custody on May 25,2020. Minneapolis police officers arrested George Floyd, a 46-year-old black man, after a Deli employee called 911, accusing him of buying cigarettes with a counterfeit $20 bill. Seventeen minutes after the first squad car arrived at the scene, Mr. Floyd was unconscious and pinned beneath three police officers, showing no signs of life (Evan Hill et al, 2020)

George Floyd's death under the knee of a Minneapolis police officer was a blunt reminder of Chicago's racial divide and history of police brutality against African Americans (Ali, 2020). In spite of George Floyd, there are others black people whose become the victim either by white police officer or white supremacies.

As cited by the huffingtonpost Floyd's death resembled of Erick Garner, an unarmed black man from staten island who pleaded-with an officer choking hum during a 2014 arrest. Later on is Breonna, a black woman who was recently killed during a police drug raid at her Keuntucky home. The killing of Ahmaud Arbery, a black man who was confronted and killed by the two white men while Jogging in georgia.

Some schoolars for over decades agreed that bias, prejudice and stigmanization of black people was triggered by excessive fear of the white group againts immigrant group which is African American which called Xenophobhia. More over, media playing the major roles in our daily lives and it infiltrates our perceptions and understanding with messages that impact in our belief and value systems by their news. In this case, media has a major role to implement our perception toward to black people.

The aims of the research is to identify either racism is an ethical or political issue as portrayed in digital news after George Floyd's death by Minneapolis police officer on May, 25,2020 as stated in both huffingtonpost and CNN during May, 25-June, 9, 2020.

2 LITERATURE REVIEW

Xenophobia itself came to us by way of New Latin and first appeared in print in English in the late 19th century (1877). *Xenophobia* is "fear and hatred of strangers or foreigners or of anything that is strange or foreign". 'Xenophobia' comes from the Greek words *'xenos'* (either "stranger" or "guest") and 'phobos' ("fear" or "flight") (*Xenophobia VS Racism*, n.d.).

Xenophobia can be defined as "attitudes, prejudices and behavior that reject, exclude and often villy persons, based on the perception that they are outsiders or foreigners to the community, society or national identity (Miller, 2018).

Xenophobia also differs from racism, which "has been typically associated with prejudices against individuals found on a socially constructed notion of groups' differentiating visible phenotypical markers, such as skin color". Further, "xenophobia targets specifically those individuals who are foreigners in a particular community, often regardless of their visible characteristics or visible differences with the native individuals" (Miller, 2018)

Xenophobia is often connected to a belief in a hierarchical world order, where one sees one's own nation-state as superior to others. It is "amultidimensional and multi-causal phenomenon and is often associated with times of economic and political instability (Miller, 2018). It is indicates that xenophobia is rooted in competition for access to limited resources (Miller, 2018)

Racism is bias, prejudice and full of hatred by people based on their color. White people is more powerfull than people with color. As cited by Day (2009) "racism is prejudice with power against people of color such as African-American, Hispanic, Asian American, and Native Americans.

He assumed that white people are inherently superior to people of color" (Day, 2009). Racism is defined "As any attitude, action, or institutional structure which subordinates a person or group because of his/her or their color"(usccr, n.d.).

Race is an unequal relationship between inferior (the whites) and minority in social group and how people are perceived and treated in the normal actions of everyday life (Manning, 2001).

Some groups which are defined as an ìnferior race become part of the privileged majority "the "whites". Other groups such as African, Latino, American Indian, Pacific Islander and Asian, they are facing more difficulties while living in America (Manning, 2001).

During the beginning stages of film and media, where whites people controlled the entertainment industry, they would choose what images they would like to portray towards to African- American people. Since then, they have to struggled to represent their own stories, beliefs, opinions and identities (Kulaszewicks, 2015).

Bias, disempowerment and discrimination in regards to race have been longstanding issues within several aspects of mainstream media, including television news, entertainment, and advertising. During 1939, racial segregation was becoming a heated topic in the United States (Kulaszewicks, 2015). United states has a history in marginalizing the black people where number of black men and boys are being prejudice and underrepresented in the various media (Partnership, 2011)…outside of sports games, the representation of African Americans [in popular video games] drops precipitously, with many of the remaining featured as gangsters and street people … (Williams et al., 2009)(Williams, D., Martins, N., Consalvo, M., & Ivory, 2009).

During research conducted by Happer and Philo (2013), it was established that media can also play a role in shaping behavior, legitimizing certain courses of action but can also insert doubting confusion into debate (C Happer & G. Philo, 2013).

Drew's research (2011) is focused on how news media can work to improve racial tensions in society, which is an optimistic contrast to other research which discusses the negative effects of media on public perception of race (Entman, 1992).

Over decades, media has bias, prejudice, and consits of hatred towards black people. Blacks are overrepresented as perpetrators of violent crime when news coverage is compared with arrest rates but are underrepresented in the more sympathetic roles of victim, law enforcer as cited in Entman and Gross, 2008 p.98, as cited by Travis L. Dixon &Daniel Linz ,2000 (Partnership, 2011).

African-Americans are frequently portrayed with personality characteristics that are stereotypically negative. The U.S. Commission on Civil Rights (1977) found that African American television portrayals typically depicted the following stereotypic personality characteristics: inferior, stupid, comical, immoral, and dishonest as cited by Dates.1990 (Carter, 2008) as cited in Watson 2009

that African American have been stereotyped as violent and impulsive sexual predators (Weaver Jr, 2016). Black males are targets for negative coverage, but it is further concerning that all Americans are liable to be impacted in ways that affect their racial perception (Kulaszewicks, 2015).

In Barlow (2011), Dean Larry Davis from the University of Pittsburgh was quoted stating that, "Overwhelmingly, White Americans learn about African Americans not through personal relationships, but through images shown by media. Unfortunately, Blacks too consume these same images"(Barlow, 2011)

University of Michigan Professor, Richard Allen, discussed findings that African Americans who were highly exposed to media, television, were more likely to report lower self esteem (Luther, C., Ringer Lepre, C., & Clark, 2012).

Oliver concluded through studies that Black men were misidentified by all participants in this specific study as violent criminals (Oliver, 2003).

Grant (2012) conducted qualitative research also examining how Black males are represented in the media. The research concluded that Black men are represented by media as "the common criminal of this society"(Grant, 2012).
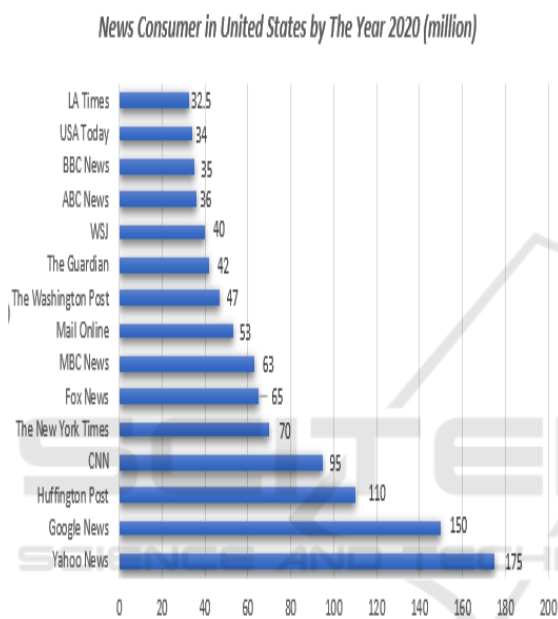
Mostly, people trust the news that provided by the media either offline or online media. It is necessary for American consumer to trust the news amidst the spread of fake news, and consumers are more vocal about whether or not they have faith in a source to report news correctly (Watson, 2020). Credibility and accuracy is become essential to engage news consumer. Cited by Happer and Philo (2013), Media impacts our beliefs, assumptions, public ideology, as well as our experiences (Kulaszewicks, 2015).

Media affects in our perception for what happens in the world, as cited by Happer and Philo (2013) "the media – offline and online – play a central role in communicating to the public what happens in the world. In those cases in which audiences do not possess direct knowledge or experience of what is happening, they become particularly reliant upon the media to inform them (C Happer & G. Philo, 2013).

The Internet and its numerous online platforms have become a global arena for the formation, distribution, and reception of world news, opinions, and agendas. Thus, one would have expected the emergence of a global news system serving as the public sphere. As a consequence, journalism is becoming more oriented towards news of global importance from a global perspective (Mario Haim & Jungblut, 2020).

Some news consumers in the United States like to access news brands via a mobile device. During 2018, CNN was the most popular news brand among mobile users in 2018, with 28.4 million consumers accessing CNN's content exclusively via mobile (Watson, 2020)

In February 2020, the most popular news website in the United States was Yahoo News, with 175 million unique monthly visitors. Following Google News with 150 million monthly visitors, Huffington Post 110 million visitors, CNN with 95 million unique visitors and The New York Times with 70 million visitor per month respectively (Watson, 2020).

News Consumer in United States by The Year 2020 (million)

News Website	Visitors
LA Times	32.5
USA Today	34
BBC News	35
ABC News	36
WSJ	40
The Guardian	42
The Washington Post	47
Mail Online	53
MBC News	63
Fox News	65
The New York Times	70
CNN	95
Huffington Post	110
Google News	150
Yahoo News	175

Source: Amy Watson. Statistika. April 2020

Chart 5: Most Popular News Website in The United States as of February 2020 by Unique Monthly Visitors.

In terms of agenda-setting, these changes call for a new model of the agenda-setting process. The classic approach follows a stimulus–response-like model where the media are capable of shaping the public's agenda under certain circumstances.This is probably not the case in today's fragmented media environment (Neumann, R. W., Guggenheim, L., Jang, S. M., & Bae, 2014).

According to some researchers, in digital world, as Chaffee and Metzger noted, "the key problem for agenda-setting theory will change from what issues the media tell people to think about to what issues people tell the media they want to think about" (Luo, 2014).

The main causes of those changes are the hybridisation process and the commercialisation of media content. competition are the reasons why

media senders are primarily focused on satisfying the needs of the recipients (Nowak, n.d.).

On digital world, selection of topics to be included in the media agenda is determined by the viewers, readers, or users' preferences, rather than by journalists or publishers (Nowak, n.d.).
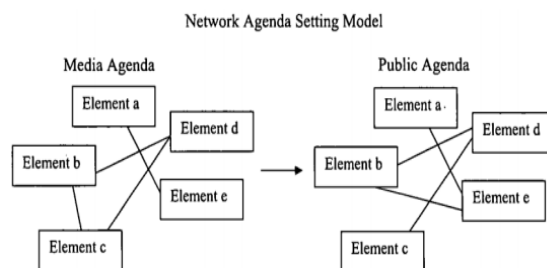

Figure 1: Agenda Setting in Digital Age.

Based on that approach demonstrates that issues and objects can move between agendas not only individually (separately), but also simultaneously and as groups and bloggers should be seen as mediators between the media agenda and the public agenda,fulfilling the previously mentioned role of early recognisers (Nowak, n.d.).

As cited by Fabrizio Gilardi, et al (2020), digital platforms have reduced the gatekeeping power of traditional media and, potentially, they have increased the capacity of various kinds of actors to shape the agenda (Fabrizio Giraldi, 2020).

As cited by Chadwick (2017) and Jungherr et al.,(2019) the internet and social media have created new "hybrid media systems" that have expanded the number and types of actors potentially able to shape the political discourse and agenda (Chadwick, 2017).

Stated by Kolbitsch & Maurer (2006). with the advent of the Internet, the public is provided with a vast amount of information and interactive opportunities to engage in the content-creation process The two way. Based on Chafee and Matzger (2001) interactive communication capacity and decentralized nature of the Internet give more power to people whose agendas would not normally be reported by the major mass media (Luo, 2014).

Through exchange of ideas and opinions, netizens collectively construct their own agenda to determine what issues are important to be included for discussion (Luo, 2014).

Racism is become public agenda in society that creates by the media in order to gain a greater understanding on how people reacts on xenophobia and racism toward African American as stated in the media in digital news platform.

The Democratic and Republican Parties, they are claimed that their policies are racial benefit and minority in United States. Democratic supporter belives that Democratic party focuses on racial and minority where Republican party doesn't.Over 70 percent of African Americans contend that the Democratic Party "works hard on issues black people care about." Latinos and Asian Americans are only a little less likely to believe that Democratic Party is particularly responsive to issues that affect their own pan-ethnic group (L. Hajnan Zoltan & Horrowitz D. Jeremy, 2014).

Racism is an overused, complex, poorly understood but also indispensable notion for diagnosing American society and particularly its political dynamics (Lawrence., 2017).Over decades, racism is being American Dillema as cited by Sociologist Gunmar Myrdal "......racism inside the United States as an American Dilemma".

For various political reasons, the United States has largely remained apart from the general global discussion about racism. The U.S. government refused to recognize the Declaration on the Elimination of All Forms of Racial Discrimination for many years (Manning, 2001)

Based on Martina Manzone, ethics is defined as "a moral philosophy or code of morals practiced by a person or group of people, without treating other persons or groups of people as inferior based on their race, sex, national origin, age or other characteristics."Meanwile. black people has been treated unfairly in all aspect in America.

The fact that Black people were slaves, and the carefully cultivated myth that slaves were always obedient and happily served their white masters, left an indelible imprint on white people that has lasted generations. They maintain that African Americans were born to servitude and hence they do not qualify for equal treatment, equal opportunity, and equal status. (Ben-Meir, 2020).

Racial prejudice in America takes a heavy toll on African Americans, which translates to discrimination in all aspects including education, job opportunities, professional advancements, and medical treatment, especially maternal health. Black workers receive 22 percent less in salary than whites with the same education and experience; Black women receive even less—34.2 percent (Ben-Meir, 2020)

Changes in media systems over the last decade have caused significant shifts in how public opinion cues are produced, circulated, and consumed (Chadwick, 2017).

As both consumers and producers, netizens do not merely react to traditional media coverage, they also have the ability to influence media content. In other words, the issue salience was transferred from the media agenda to the netizen's agenda (Luo, 2014).

3 METHODS

A Content Analysis method utilized for this research. For this research,we conducted only two most popular news website in United States which is huffpost.com and edition.cnn.com during May,25-June, 9,2020.The reason for using a content analysis method to idenyify either racsim issue is an ethical or political that portrayed by the media in digital age after George Floyd death.

Population and sample in this research is an online news article which derived from The Hufingtonpost.com and edition.cnn.com which most popular among American citizen during 2020. Each population and sample for each online news was 100 populations. Since the population for each online news article is 100, therefore we collect them as a sample, totaly would be 200 sample of online news article from May, 25-June,9,2020.

Two graduates' students were chosen as coders to exemine either racism issue is an ethical or political that portrayed by the media in digital age after George Floyd's death.

The unit analysis of this study was online news articles and theme. Before coding and judging the news articles and theme, it should be entirely read by the coders. They then grouped the articles into three major variables which is basic charateristic of online news articles as a whole, racism as an ethical issue and racism as a political issue towards to George Floyd's death.

The coders identified the online news articles of hufftpost.com and edition.cnn.com during May 25-June, 9,2020 towards to George Floyd's death. The theme are (1) Police Brutality (2) Racial problem, (3) Politics Issue (4) Law and Justice, (5) Law Enforcement, (6) Religion Issue, (7) Economic Issue (8) Health Issue ,(9) education issue.

The coders will idenified George Floyd death and racism as ethical issue that portrayed that portrayed by digital news during May 25-June, 9,2020 which derived from two most popular article websites among American citizen, which is huffpost.com and edition.cnn.com. This issues are: (1) Black people in dealing with the police, (2) Black people Been trated unfairly hiring, pay or promotion,(3) Black People dealing with bullying and Violence, (4) People acted

like they were suspicious of them;(5) People acted as if they were not smart; (6) Equal rights between the black and the white , (7) Police Brutality towards black peoplblack community/general; (8)Black people being subject to slurs or jokes (9) Feared for their personal safety; (10) Solidarity to black communities.

The coders will idenified George Floyd death and racism as political issue that portrayed by digital news during May 25-June,9,2020 which derived from two most popular article websites among American citizen, which is huffpost.com and edition.cnn.com. This issues are (1) Presidential Election, (2) Government credibility, (3) Authority (4) Leadership/power abuse, (5)Racial Problem, (6) Culture Wars (7) Public trust/distruct to American Symbols (8) Law Enforccement (9)Presidential Campaign and racism issue (10) Racism and health issue (11) Religion as a political gain (12) Democrats and Republican view on racism (13) Racism and Education issue (14) Racism and Economic issue (15) environment issue/community safety; (16) Justice system in America towards to blak people (17) Injustice between the whites and the black (18)Police Brutality

4 RESULTS AND DISCUSSION

Content Analysis of Theme in Both huffpost.com and edition.cnn.com

Based on the data analysis of theme in both huffpost.com and edition.cnn.com during May, 25, 2020-June, 9,2020 regarding to George Floyd Death by Minneapolis Police Officer, politics issue becomes the most highlight news in both online media. Politics issue in huffpost.com was 77 theme (77%) and edition.cnn.com was 68 theme (68%). Police brutality issue in huffpost.com was 4 theme (4%) and edition.cnn.com was 11 theme (11%). Racial problem issue in huffpost.com was 11 theme (11%) and edition.cnn.com was 7 theme.

Most interested theme/headlines was brought by huffingtonpost were: Hundreds Protest George Floyd 's Death in Mineeapolis (huffpost.com-May,26,2020); Public Figures Express Outrage and Demand Accountability After George Floyd Killing (huffpost.com- May, 27,2020); Minneapolis Mayor Calls for Charges in George Floyd Death (huffppost.com-May,27,2020); Trump Calls George Floyd Protesters "THUGS" Threatens Violent Intervention in Mineapolis (huffpost.com-May,29,2020); Chris Hayes Turns Donald Trump's

Own Campaign Claims Against Him (huffpost.com-May,29,2020);

Meanwhile as we can see on edition.cnn.com were: George Floyd's family says four officers involved in his death should be charged with murder (edition.cnn.com-May,27,2020); Trump's a disaster for black voters, but they also need to hold Biden accountable (edition.cnn.com-May, 28,2020); This is not the America I want to pass down to my children (edition.cnn.com-May,29,2020); Trump's slap at Twitter shows his use of power for personal whims (edition.cnn.com-May, 29,2020).

We could identify that based on theme, politics issue is playing the main roles to control public ideology. As cited by Happer and Philo (2013), media impacts our beliefs, assumptions, public ideology, as well as our experiences (Kulaszewicks, 2015).

Lippmann indicates on how mass media can set a particular agenda which can influence the opinions of the public. In this case, media (huffpost.com and edition.cnn.com) portrayed George Floyd's death during May, 25-June, 9, 2020 as a political issue based on theme.

As stated by Lawrence (2017) racism is an overused, complex, poorly understood but also indispensable notion for diagnosing American society and particularly its political dynamics between parties and politicians a.k.a Republican and Democrats Parties which lead by Donald Trump and John Biden.

5 DATA ANALYSIS OF RACISM AS AN ETHICAL ISSUE

Based on the data analysis of racism as an Ethical Issue in United States as portrayed in online media, towards to George Floyd's death, variable of police brutality towards to black people or comunity in general becomes the most highlight, in *huffpost.com* was 92 issues (92%) and *edition.cnn.com* was 89 issues (89%).

Form of police brutality was as stated by hufftpost.com, a black man died after Minneapolice offiicer pressing his knee into the handcuffed man's neck as he shouted that he couldn't breath (huffpost.com-May, 26,2020); Floyd, a black man, died after a white police officer kneeled on his neck (huffpost.com-May 26,2020); Police violence against Black Americans (huffpost.com-May,29,2020);

Data Analysis Based On Theme Issues - *huffpost.com vs editioncnn.com (May, 25-June, 9, 2020)*
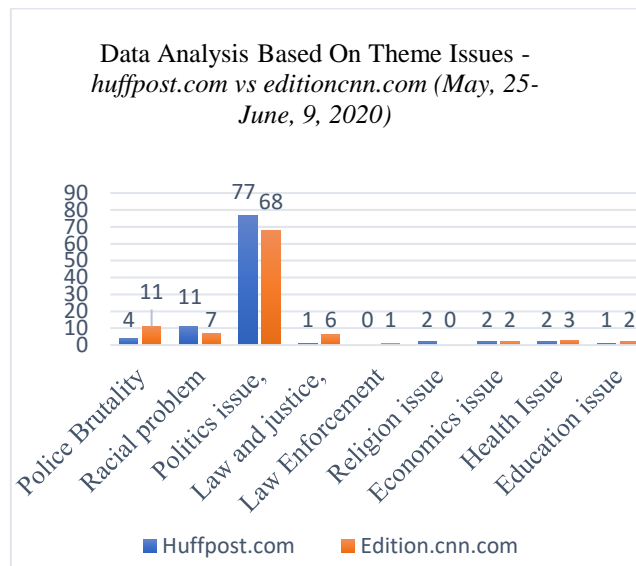
Chart 6.

Meanwhile as stated in edition.cnn.com, In just a few weeks we have learned of the killing of two black men: George Floyd, who died after he was held down with a knee of a white police officer on his neck, and Ahmaud Arbery, who was hunted down by a former police officer and his son (both white) while he was jogging (edition.cnn.com-May, 29,2020);Added to these is the recent attention surrounding the March death of Breonna Taylor, a black EMT who was killed after officers forced their way inside her home to serve a search warrant (edition.cnn.com-May, 29,2020) and more.

Black people dealing with bullying and violence in United States has become the second most highlight in the news booth hufpost.com and edition.cnn.com during May, 25-June, 9, 2020. Black people dealing with bullying and violence in huffpost.com was 83 issues (83%) and edition.cnn.com was 82 issues (82%).

Form of bullying and violence towards to black people as mention in the hufftpost.com were The death of Floyd, the Black man who died after a white cop kneeled on his neck, has spurred massive protests over racism and police brutality (huffpost.com-June, 4,2020); the police killing of George Floyd, a Black man in Minneapolis, on May 25 (huffpost.com-June, 4,2020); The death of George Floyd and Breonna Taylor at the hands of police officers has reignited the rage, pain, and deep sadness our community has suffered for generations,"(huffpost.com-June,5,2020); Police brutality, the targeting of Black people and the lack of accountability for these actions (huffpost.com-June, 5,2020);

Meawhile, form of bullying and violence towards to black people as stated on edition.cnn.com were George Floyd, a black man who was heard on video aying he couldn't breathe as a white police officer pinned him down with his knee (edition.cnn.com-May, 29,2020); They (young people) have experienced trauma," she told CNN. "Seeing your friends, your families and even yourself harassed by the police and killed by the police, it's traumatic. And they don't know what to do with that." (edition.cnn.com-June, 5,2020); I have to have a talk with him to make sure he doesn't grow up to be one of those cops who kills a black man or a black woman," she told WDAF. "I have to make sure that cycle doesn't continue to him." (edition.cnn.com-June, 5, 2020). This variable value as the same as variable of black people dealing with police.

Following Solidarity to black communities has become the third most highlight in the news both huffpost.com and edition.cnn.com during May, 25-June, 9,2020. Solidarity to black people communiities in hufftpost.com was 71 issues (71%) and edition.cnn.com was 66 issues (66%).

Form of solidarity to black people community as mention on hufftpost.com were Protesters set police cars ablaze, smashed businesses' windows and skirmished with baton-wielding officers in streets from Atlanta to Los Angeles, as anger over George Floyd's death spread across the country (huffpost.com-May, 29,2020);

Meanwhile, form solidarity to black people as mention on edition.cnn.com were I protested tonight to show my solidarity with my black brothers and
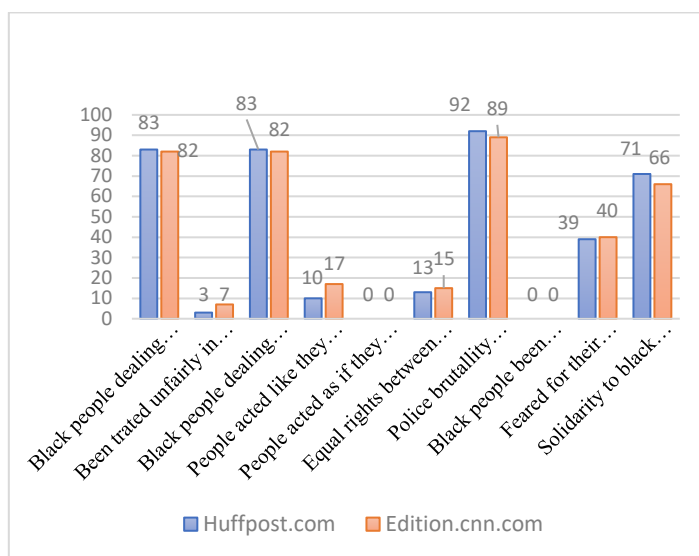
Chart 7: Data Analysis of Racism as an Ethical Issue During May,25-June, 9,2020.

sisters that are being openly murdered in the streets by the people that are supposed to be protecting them. I protested for all of the black women who die disproportionately in child birth compared to their white counterparts. I protested for black men who are disproportionately arrested and convicted for crimes compared to their white counterparts. And I protested for black children that are shot over bags of Skittles (edition.cnn.com-May, 30,2020).

Following "Feared for their (black people) persol safety"has become the most highlight in the news both huffpost.com and edition.cnn.com during May, 25-June, 9, 2020. Feared for their personal safety in huffpost.com was 39 issues (39%) and edition.cnn.com was 40 issues (40%).

Form of feared of their (black people/communities) personal safety as mention on huffpost.com was Trump's reference to "vicious dogs" was "no subtle reminder to African Americans of segregationists who let dogs out on women, children and innocent people in the South." Bowser said she and others are "just shaken that an American president would utter such words about his fellow Americans." (huffpost.com-May, 30,2020);

Meanwhile, form of feared of their personal safety as mention on edition.cnn.com was Everyone's ready for a change, ready to get together," a woman identified as Bambara told CNN affiliate WSB-TV. She also said the stakes were too high to stay at home."I literally can't breathe, can't think, because I know at any time my life, or my brother's or my friends' life are in danger just because of the color of their skin," she said.(edition.cnn.com-May, 30,2020).

As cited by Lawrence D. Bobo, America still has a deep problem of racism. The term racism and the social phenomena it is intended to grasp are troubleness (Lawrence D Bobo, 2017). Smithsonian Secretary Lonnie G. Bunch wrote that the recent killing in Minnesota of George Floyd has forced the country to confront the reality that, in the past 50 years we are still a nation riven by inequality and racial division." Racial, economic and educational disparities between the blacks and the whites are deeply entrenched in U.S. institutions.

Same as Lawrence D. Bobo, cited by Kulaszewicks (2015) black males are targets for negative coverage, but it is further concerning that all Americans are liable to be impacted in ways that affect their racial perception (Kulaszewicks, 2015). Over decades, racism is being American Dillema as cited by Sociologist Gunmar Myrdal "......racism inside the United States as an American Dilemma".

Throughout the long experience of black people in the United States, there have been a series of racial domains or systems of structural racism, each with its own peculiar characteristics, but all maintained to ensure the hegemony of white over non-white (Manning, 2001).

5.1 Data Analysis of Racism as a Political Issue

Based on the data analysis of racism as political Issue in United States as portrayed in online media, towards to George Floyd's death, variable of Republican and Democrats view on racism was becoming the most highlight in both huffpost.com and edition.cnn.com

with total of issue of huffpost.com was 94 (94%) and edition.cnn.com was 87 (87%) issues.

Form variable of Republican and Democrats view on racism as stated in the articles was Americans deserve a President who will unite us -- instead, however, President Donald Trump continues to spout the politics of social and racial division that helped get him elected in the first place. Unsurprisingly, his response to this tragedy is as insidious as it is counterproductive. (edition.cnn.com-June, 2,2020).

Massachusetts Gov. Charlie Baker on Monday excoriated President Donald Trump's "bitterness, combativeness and self-interest" as nationwide protests have intensified over the death of George Floyd. The Republican governor made the comments at a press conference when asked about Trump's video teleconference call, in which the President urged state leaders to aggressively target violent protesters (edition.cnn.com-June, 2,2020).

The Democratic governor made the comments moments after Trump declared himself "your president of law and order" as peaceful protesters just outside the White House gates were dispersed with tear gas, flash bangs and rubber bullets, apparently so Trump could visit a nearby church.(edition.cnn.com-June, 2, 2020).

Joe Biden issued a blistering condemnation of President Donald Trump on Tuesday and pledged to offer a break from the "selfishness and fear" that he said have marked Trump's tenure in office and response to protests against racism and police brutality (edition.cnn.com-June, 3, 2020).

Following police brutality has become the second most highlight in online media platform,as mention on huffington post was 92 issues (92%) and edition.cnn.com was 89 issues (89%).

Form of racism as a tools of police brutality as mention on hufftpost.com were: Cook said they were marching peacefully with about 100 protesters for hours when police started using tear gas and shooting rubber bullets. As they tried to get away, they were pepper sprayed and her son was hit at close range by a rubber bullet, she said. They were both jailed and released on Monday, charged with riot and violating curfew (huffpost.com-June,6,2020).

Meanwhile, form of racism as tools pof police brutality as mention on edition.cnn.com was Ortiz and another friend in the car with him were put in zip-tie restraints and forced to wait on a bus for hours before police took them to jail, where he would spend the weekend. It was scary. It was confusing. I felt violated," said Ortiz, a cellist who identifies as a biracial Mexican American. (edition.cnn..com-June, 6,2020).

Following, variable of Injustice between the whites and the blacks people has become the third most highlight in the news, both huffpost.com and edition.cnn.com during May, 25-June, 9 2020. Variable of Injustice between the whites and the blacks people in huffppost.com was 84 issues (84%) and edition.cnn.com was 82 issues (82%).

Form of Injustice between the whites and the blacks people as mention on huffpost.com were was The unrest and the frustration you're seeing in the killing of Breonna Taylor is just as much of a cumulative effect of years of pain, frustration, anguish and injustice as it is about how horribly devastating this incident has been," said Kentucky state Rep. Charles Booker (D), who is from and represents part of West Louisville.(huffpost.com-May, 25,2020);"police in America are looting black bodies" during an impassioned , legthy monologue on the death of George Floyd and the nationwide protest (huffpost.com- May,30,2020); It was that other pandemic that we're far too familiar with in America — the pandemic of racism and discrimination — that killed George Floyd."(huffpost.com-june, 4,2020).

Meanwhile, form of injustice between the white and the blacks and mention on edition.cnn.com were The racial disparities that force black families to breathe pollutants from nearby brownfields, oil refineries, and freeways, and the impact on their respiratory system, is exasperating the effects of this pandemic. As is the lack of preventative care and health care access, and neighborhoods tucked in food deserts with little to no access to nutritious options -- factors that lead to elevated rates of high blood pressure and diabetes (edition.cnn.com-May, 29,2020); We see in the news channels, the media about discrimination on the basis of color or religion these days, and then there is killing due to that, and then there are some who even take it as a pride to be able to kill somebody."(edition.cnn.com-May, 29,2020).

Following racial problem has become the fourth most highlight in the news in both huffpost.com and edition.cnn.com during May,25-June, 9,2020. Racism as mention in online platform was 68 issues (68%) on huffpost.com and 61 issues (61%) on edition.cnn.com. Form of racism as mention in the news was However, Floyd's death has deepened the distrust between Minneapolis residents and police, and prompted a continued series of nationwide — and global — protests against racism and police brutality.(huffpost.com-June, 7,2020); Biden is now promising specific legislation to address the lack of racial equality under the law, giving his potential presidency a generational and reforming purpose --

and possibly an issue that could unite the Democratic left fully behind him and lance suspicion over his role in 1990s crime legislation.(edition.cnn.com-June, 3,2020).

Following leadership/power abuse has become the fifth most highlight in the news in both huffpost.com and edition.cnn.com during May, 25-June, 9,2020. Leadership/power abuse was 55 issues (55%) in huffington,com and 59 issues (59%) in edition.cnn.com.

Form of leadership/power abuse as mention in online platform was The president has tried to portray the protesters and looters with a broad brush as "radical-left, bad people," ominously invoking the name "antifa," an umbrella term for leftist militants bound more by belief than organizational structure. Trump tweeted last Sunday that he planned to designate antifa as a terrorist organization (huffpost.com-June, 6,2020).

The President, by choosing to incite division rather than to heal it in the wake of George Floyd's killing and by setting federal security forces on protestors, is signaling no limits to his bid to retain power. He is tearing at social scars to revive a presidency humbled by a pandemic and an economic disaster, and he seems set on creating the dystopian fight between order and chaos he has long evoked (edition.cnn.com-June, 3, 2020).

Following public trust/distrust on state's symbols as mention in both huffpost.com and edition.cnn.com during May, 25-June, 9,2020 has become the most highlight in the news. Public trust/distrust was 41 issues (41%) in huffington.com and 45 issues (45%) in edition.cnn.com.

Form of public trust/distrust towards to American symbols was "I'm very enthusiastic that people around the world were galvanized by the horrific murder of George Floyd in saying, 'No, no, no.' And also, I think that people are going to come out to vote. I'm talking about specifically United States of America, people are going to come out and vote and say hell no to Agent Orange," Lee said, using his nickname for Trump. (huffpost.com-June, 9,2020);The director went on to say that the upcoming presidential election could be the most important in the modern world, adding that if Trump is reelected the "world is in peril." (huffpost.com, June, 9,2020).

What he did comes off as tone-deaf," said Costi Hinn, a conservative evangelical pastor and author in Arizona. "The word of God is not powerful in a picture. It's powerful when it's opened up. If you really want to leverage the power of God's word, let it be heard. (edition.cnn.com-June, 4, 2020); Many

doubt the justice of our country, and with good reason. Black people see the repeated violation of their rights without an urgent and adequate response from American institutions," Bush said. (edition.cnn.com-June, 4,2020); We are witnessing the consequences of three years without mature leadership," said the retired Marine general in a statement, criticizing Trump for threatening to deploy regular troops to quell unrest in a flagrant threat to US political stability.(edition.cnn.com-June, 4, 2020); "It erodes the moral ground that ensures a trusted bond between men and women in uniform and the society they are sworn to protect, and of which they themselves are a part. Keeping public order rests with civilian state and local leaders who best understand their communities and are answerable to them." (edition.cnn.com-June, 4,2020).
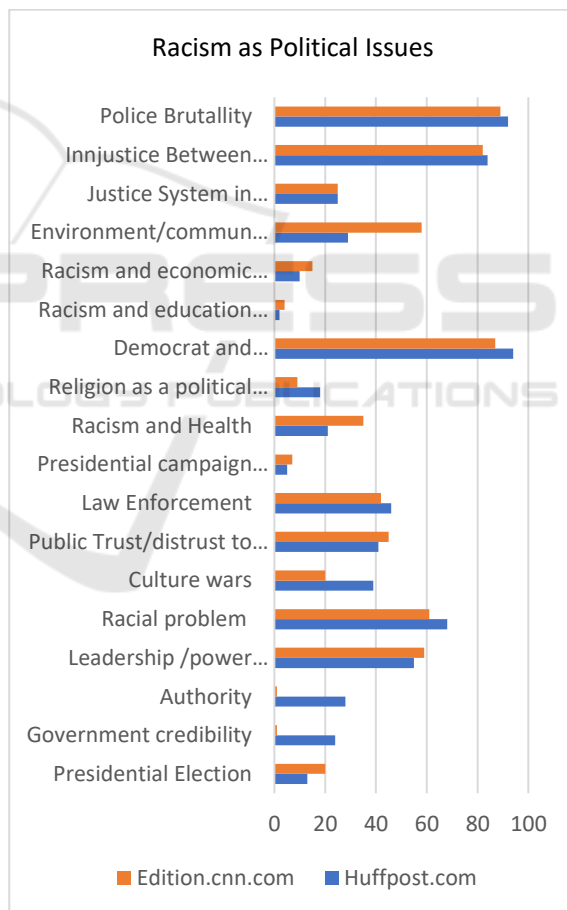

Chart 8: Data Analysis of Racism as a Political Issue During May,25-June, 9,2020.

Democrat and Republic's view on racism as the most highlight in both online media, was matched with Zoltan., et.al (2014) that scholars have clearly

demonstrated close ties between race and party at different periods in American history. It is, however, less clear whether in recent decades one party's policies can and should be viewed as being more beneficial to minority well-being (L. Hajnan Zoltan & Horrowitz D. Jeremy, 2014).

5.2 Agenda Setting Theory on Racism Issue on Digital Media

Back to Agenda Setting Theory on digital media, agenda-setting theory will change from what issues the media tell people to think about to what issues people tell the media they want to think about" (LUO, 2014) and selection of topics to be included in the media agenda is determined by the viewers, readers, or users' preferences, rather than by journalists or publishers (Nowak, n.d.).

George Floyd's death was recorded by Darnella Frazier, who was 17 when she recorded George Floyd's murder in Minneapolis last year in a clip that would go viral and become a key piece of evidence against his killer and set off global protests for racial justice and police reform.

From the data above, back to Network Agenda Setting Theory, public puts racism issue as a public agenda to gather public opinion in confronting American systemic racism toward the black community and media puts racism issue as a political agenda with their headlines and articles based on public interest on racism issue toward Black People.

5.3 Racism Issue and Public Opinion on Digital Media

Based on themes and articles in both huffington post and CNN during May, 25- June, 9,2020, media and public has political agenda to put racism to attracts public reaction on it after George Floyd's death by Minneapolis Police officer on May, 25,20220 and going viral after a 17 years old black lady recorded the incident.

Based on recorded video, it set off global protests for racial justice and police reform in America. People urges that government could charge the police officer who murdered George Floyd and the accountability of legal proceedings.

Yet, this issue will lead public opinion towards to systematic racism system in dealing with black community. People distrust with American symbol such as law enforcement in America especially in Trump's era.

Discussing of politician portrayals in media towards to George Floyd's death, Donald Trump's

portrayal not as good as John Biden, Democrat presidential nominee for the 2020 election. As stated in both Huffington Post and CNN (digital news platform), during May, 25-June, 9,2020, there are some public reaction either to Donald Trump or John Biden as the presidential nominee.

Mostly, American people have no faith in Donald Trump as a President of America. This thought cannot be seperated from the action of Donald Trump as a President when dealing with black community. As stated in both huffington post and CNN :

"The president has tried to portray the protesters and looters with a broad brush as "radical-left, bad people," ominously invoking the name "antifa," an umbrella term for leftist militants bound more by belief than organizational structure". (huffpost.com)

"Americans deserve a President who will unite us -- instead, however, President Donald Trump continues to spout the politics of social and racial division that helped get him elected in the first place. Unsurprisingly, his response to this tragedy is as insidious as it is counterproductive". (edition.cnn.com).

"The director went on to say that the upcoming presidential election could be the most important in the modern world, adding that if Trump is reelected the "world is in peril". (edition.cnn.com).

5.4 Xenophobia Triggered Racism Toward African American

Back to Xenophobia which lead to racial action toward to African American, the incident of Goerge Floyd's who killed by Minneapolice officer, shows that the whites rejects the African American (an inferior based on the perception that they are outsiders or foreigners to the community, society or national identity.

The rejection of African American whose living in America mostly shows by verbal harrashment, physical force, aggression or unwanted physical contact, workplace discrimination, abuse of power by police or police brutality, denied service and so on as stated in the news article in both digital media.

Xenophobia toward African American people in America can be lead by media where media has bias, prejudice, and consist of hatred towards black people. Blacks are overrepresented as perpetrators of violent crime when news coverage is compared with arrest rates but are underrepresented in the more sympathetic roles of victim, law enforcer as cited in Entman and Gross, 2008 p.98, Travis L. Dixon &Daniel Linz ,2000 (Partnership, 2011).

6 CONCLUSION

Racism is become not only social issue but somehow it is become political issue in America toward to African-American. George Floyd's incident has being a big question among nation regarding to systematical racism in United states. Racism action in America was triggered by excessive fear of the white group againts immigrant group which is African-American which called Xenophobhia. As stated in the both huffingtonpost and CNN, media has portrayed black people as a victim of America's systemic racism by highlighted Democrat and Republican's view on racism, Injustice between the Whites and the Blacks, racial problem, leadership/power abuse, public trust/distrust and yet this issue will lead public opinion towards to each presidential nominee, both John Biden (Democrat) and Donald Trump (Republic) dealing with black community in America.

The purpose of this study is to identify either racism is an ethical or political issue as portrayed in online news after George Floyd's death by Minneapolis police officer on May, 25,2020 as stated in both huffingtonpost and CNN during May, 25-June, 9, 2020. Based on the results, I can conclude that somehow media and public has a asignificant role in installing some perceptions related to an object such as African American, Black people, white people, the whites, racism in the texts. Racism has become a nation pandemic not only in America but also in all nations. My study on media and racism will open the public mind on how media can be used as a tool to educate people on how people shoud reacts toward to inferior group in order to minimize the racism among people in society.

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