

Article

Analysis Of the Framing of News of the 2024 Presidential Candidate in The Period Leading to The Campaign in the 2024 Election on The Media Jawapos.Com and Kompas.Com

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Abstract: This study analyzes how online media, especially Jawapos.com and Kompas.com, frame news related to the 2024 Presidential election in Indonesia. The study used Robert N. Entman's model framing analysis to identify four framing elements: problem definition, causal diagnosis, moral judgment, and resolution recommendations. The results of the analysis showed that both media highlighted the statements of the leader or candidate, gave positive moral assessments on several aspects, and identified issues that needed to be addressed. However, not all news stories provide information about the cause of the problem or resolution recommendations. The study highlights the important role of online media in shaping people's perceptions of political issues and presidential candidates.

Keywords: Framing; Presidential Election; Online Media; Framing Analysis; Public Perception.

1. Introduction

The Government of Indonesia aims to be involved in the national political agenda through the holding of General Elections, with the aim of appointing the leaders of each region in the Unitary Territory of the Republic of Indonesia (Bone, 1955). Effective leadership will have an impact on both long-term and short-term outcomes on the welfare of people in the region. Its hierarchical structure includes the national level headed by the President, at the provincial level led by the Governor, at the city level led by the Mayor, and at the district level led by the Regent. The upcoming General Election on February 14, 2024 will include the election of President and Vice President, with a contemporary emphasis on online media platforms influencing candidate popularity.

Well-known online media, such as Jawapos.com and Kompas.com, have an important role in shaping public opinion towards political candidates. These platforms, which have a wide reach, adeptly articulate news visually and non-visually, catering to audiences on multiple levels. A comprehensive analysis of news framing was conducted to see the differences in framing approaches between the two media (Pan & Kosicki, 1993). The time period from determining the sequence number of candidates to the peak of the campaign period provides challenges for election participants to develop an impactful and memorable campaign strategy (Lodge et al., 1995).

A central role in political life today is occupied by the mass media (Katz et al., 1973). This role can influence political development through the formation of opinions and perceptions (Watts & Dodds, 2007). Political communication, particularly through online media, has witnessed transformative changes in communication behavior (Cleven et al., 2018). The benefits of online media also include political communication, which has a direct influence on public opinion, making it a key driver in shaping individual perspectives on news content (McCombs, 2011).

Many promises and programs are conveyed through articles in Jawapos.com and Kompas.com, from where framing analysis begins with the question of how the two media frame each story contained in it. The visible changes in communication behavior, both

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personal, group and mass communication have been felt since the presence of online media (Perse & Courtright, 1993). There are many benefits of online media, one of which is used as political communication advice (Ancu & Cozma, 2009). It is seen that political communication in the mass media is very closely related to public opinion, so it can be felt as the main mover in efforts to influence individuals towards the news they receive. Researchers focus on how reality or an event is constructed by the media (Gamson et al., 1992). There is an assumption that life that occurs in society is built endlessly until now (Santoso, 2016). The next assumption is to distinguish between existing knowledge and reality (Schutz, 1962). Reality is defined as a quality contained in reality that is believed to have existence (existence) that stands freely without interference from our own will (Torrance, 2001). Knowledge means that reality is real based on certainty and has certain characteristics (Siregar, 2018). The existence of the media in framing an event that occurs in a particular construction, not in positive or negative reporting but how the media frames the developed principle (Matthes & Kohring, 2008). Framing is a way used in presenting stories (story telling) used by the media in seeing news or events (De Vreese, 2005).

As stated above that the period taken is throughout October 2023 using the Framing Analysis model of Robert N. Entman's model on the text order that corresponds to data from news content, the selection of this model is because it is considered very detailed when used to study political problems. Based on the description in the introduction, one problem formulation was determined, namely "How do mass media, especially online media, Jawapos.com and Kompas.com framing information about presidential candidates in the 2024 General election?" with the aim that researchers will be able to present how online media Jawapos.com and Kompas.com framing information about Presidential candidates in the 2024 General election?" with the aim that researchers will be able to present ways online media Jawapos.com and Kompas.com framing news about 2024 Presidential candidates using Robert N. Entman's Framing Analysis model at the levels of Text Define Problems, Diagnose Causes, Make Moral Judgment, and Treatment Recommendation.

Limited to news towards the 2024 Presidential candidate campaign period in Jawapos.com and Kompas.com as online media so that it is expected to make a positive contribution to the development of communication scientific discourse in the study of media texts using Robert N. Entman's Framing Analysis model at the Text level. Basically, framing refers to a problem or issue (Entman, 1993).

2. Materials and Methods

This research uses the constructivist paradigm as a research perspective (Adom et al., 2016). In this paradigm, everyone seeks to understand the world around where they live and work (Beck, 2014). They formulate personal interpretations of the experiences they experience (Pietkiewicz & Smith, 2014). In the constructivist paradigm, the approach used is usually a qualitative research method, including in this study also uses a qualitative descriptive approach (Kamal, 2019). Qualitative research in this study applies media text analysis methods, especially in the form of framing analysis (Pan & Kosicki, 1993). The model used is the Robert M. Entman Framing Model, which has four elements: Interpreting the problem, Determining the cause, Providing moral judgment and Recommended treatment (D'angelo, 2002). Santi (2020) said the Entman model framing analysis method can explain the power of text contained in news. From the results of the initial analysis, there is a fairly strong selection of certain issues carried out by the media, this is the unit of analysis is the headline news of the Jawapos.com Media and Kompas.com in constructing reality and forming discourse related to the determination of Presidential candidates and vice presidential candidates until the mass campaign begins.

3. Results

This research in-depth analyzes the news about the increasingly heated news on the political stage of the 2024 Presidential Candidate ahead of the campaign period in the upcoming 2024 Election period delivered by Jawapos.com and Kompas.com. From the

search results, there are six reports from Jawapos.com media and six reports from Kompas.com as follows:

Table 1.

Media	Jawapos.com	Kompas.com
Judul Berita	13 October 2023 9:56 p.m. - Prabowo: Not ashamed we are committed to continuing the development of our predecessors	October 02, 2023, 10:40 AM Gus Najih Reminds Anies Baswedan to Do Shalawat and Istighfar
Judul Berita	14 October 2023 22:53 WIB - Strengthen the Economy, Ganjar Says Domestic Products Must Be Supported	October 07, 2023, 12:55 PM - Anies Baswedan will visit Purwakarta this afternoon, the NasDem Party said that there will be a large crowd.
Judul Berita	October 15, 2023 16:11 WIB - Anies Baswedan: If East Java Stirs Change, Other Regions Follow	October 10, 2023, 06:02 PM - Ganjar Pranowo Aims to Achieve 54 Percent Victory in Tasikmalaya.
Judul Berita	October 15, 2023 19:33 WIB - Realizing Food Security, Ganjar Encourages Farmers to Manage Land Modernly	October 18, 2023, 11:27 AM - Elected as a vice presidential candidate with Ganjar, Mahfud revealed that he never campaigned or put up banners
Judul Berita	19 October 2023 12:48 WIB - Anies Baswedan-Cak Imin Presidential Candidate-Vice President Duet Will Restore Sanity in the State If Winning the Presidential Election	October 19, 2023, 09:29 PM - If elected President, Prabowo expresses his commitment to eliminating poverty in Indonesia and ensuring that no child is malnourished.
	October 20, 2023 09:53 WIB - Prabowo does not want Indonesian children to only get a salary limited to UMR	October 20, 2023, 11:00 AM - LSI Survey Results Show That Prabowo and Ganjar's Electability Is Fiercely Competitive, With Anies Coming In 3rd Place.

Media Jawapos.com and Kompas.com

Online media Jawapos.com and Kompas.com reviewed a number of articles related to the existence of the two paslons, including all their activities and expressions in their respective versions and styles. The general public easily visits the page and shares news information through groups or other social media to get news from both online news media. Online news sites offer a variety of the following news in a format that is easily accessible to everyone, allowing anyone to obtain information, voice their thoughts, criticize, or have a position to be able to argue on a social issue that is receiving attention in society. Even investors often use online news, especially in the period leading up to the campaign until the election process takes place, to attract voters in Indonesia. These symptoms show that the position of social media is often used to hegemonize and influence public opinion.

Based on Robert M. Entman's framing analysis tool, the overall news framing results are as follows:

a. Define the Problem

In the understanding and meaning that journalists want to present, it can Jawapos.com be seen that some news stories (News 1, 2, and 3) present statements by leaders or candidates about issues that are considered important, such as continuing development, supporting domestic products, and encouraging change in certain regions. While in defining the problems narrated in Kompas.com more on the news these news include a spiritual warning to Anies Baswedan, Anies' visit to Purwakarta with potential crowds, Ganjar Pranowo's victory target in Tasikmalaya, Mahfud's statement about not campaigning as a

vice presidential candidate, Prabowo's determination to end poverty and child nutrition problems if elected president, as well as the results of Prabowo and Ganjar's electability survey with Anies in third place.

b. Diagnose the cause

Diagnose the cause or determine the cause of the problem. The element serves as a framer for the cause of a cause or problem. At Jawapos.com Unfortunately, for all the news, there is no information explaining the cause of the problem or the specific issue discussed. The cause of the problem is not explicitly highlighted. Similarly, Jawapos.com in Kompas.com also does not provide information about the cause of the problem or a specific issue in each case.

c. Moral judgment

This element is used in providing justification or opinion from the meaning of the problem made earlier. Jawapos.com In some news stories (News 5 and 6), there are positive moral judgments of the leader or candidate highlighted. They are described as leaders who care about issues of sanity in the state and the welfare of children. While the news in Kompas.com more about creating a positive moral assessment of Anies Baswedan who received a spiritual warning on the first news. The second news, even without explicit moral judgments, is that statements about crowds can create a positive impression of Anies Baswedan's popularity. The third and fourth news can create a positive moral assessment of Ganjar Pranowo and Mahfud, showing their commitment or behavior. The fifth news created a positive moral assessment of Prabowo, demonstrating his commitment to the welfare of the people. The sixth news contains no explicit moral judgment.

d. Settlement recommendations

This stage focuses on assessing what journalists want to solve the problems or issues raised. In Jawapos.com several news stories (News 4, 5, and 6) provide an overview of the steps used in tackling the issues raised, recommendations for resolution are implicit, and are not explicitly conveyed in all news. While in Kompas.com No resolution recommendations are explained in the news because it is more descriptive in all cases presented in the selected news

4. Discussion

Referring to the observation of the four components in the framing analysis put forward by Robert N. Entman, it can be concluded that the dissemination of information in the form of news is carried out Jawapos.com some of which focus on the statements of leaders or candidates, give positive moral assessments of them, and point out problems that need to be addressed. However, some other stories are more descriptive and do not provide information about the cause of the problem or recommendations for resolution. Moral judgments and resolution recommendations can influence how society understands and evaluates issues addressed in the news. While the news Kompas.com some news stories give a positive moral assessment of a particular leader or candidate, and point out problems that need to be addressed. However, some other stories are more descriptive and do not provide information about the cause of the problem or recommendations for resolution. Moral judgments and resolution recommendations can influence how society understands and evaluates issues addressed in the news.

5. Conclusions

Jawapos.com and Kompas.com frame the story by highlighting the statements of the leader or candidate, giving a positive moral assessment on some aspects, and identifying issues that need to be addressed. However, not all news stories provide information about the cause of the problem or recommendations for resolution. The results of this analysis show that online media has an important role in shaping people's views on presidential candidates and political issues. In this observation, attention to aspects of moral assessment and resolution recommendations can influence people's perception of these issues.

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