

FRAMING ANALYSIS OF BLOKTUBAN.COM MEDIA IN REPORTING THE CAMPAIGN OF CANDIDATE FOR REGENT OF TUBAN

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Abstract

The large number of online media nowadays displays differences in reporting some news. This difference is influenced by the journalist's perspective in confronting some events. The media implicitly also has its own ideology in presenting news. News is an ideological construction which sometimes contains the interests of certain parties. In relation to the Pilkada of Tuban Regency, the BlokTuban.com media frames the campaign coverage of the regent candidates in its appearance that impact to influence the audience to believe for what is written there. This study aims to find out the framing analysis of BlokTuban.com media when reporting the Tuban regent candidate campaign in 2020. The results show that the sources on BlokTuban.com are more dominated by the contestants for the Tuban regent and deputy regent candidates. The framing by BlokTuban.com is conducted in various ways, namely the diction of news titles, the selection of information sources, and the diction of words used in news articles. BlokTuban.com builds a positive image in reporting the contestants of the candidates for regent and deputy regent of Tuban.

Keywords: *Framing Analysis, BlokTuban.com, Candidate for Regent of Tuban*

Abstrak

Banyaknya situs media online menampilkan perbedaan dalam pemberitaan. Perbedaan ini dipengaruhi oleh cara pandang wartawan terhadap suatu peristiwa. Media juga secara implisit juga memiliki ideologi tersendiri dalam menyajikan berita. Berita adalah suatu konstruksi yang bersifat ideologis, terkadang bermuatan kepentingan pihak tertentu. Berkaitan dengan pilkada di Kabupaten Tuban, cara media blokTuban.com membingkai pemberitaan kampanye calon-calon bupati dalam tampilannya, akan mempengaruhi khalayak untuk memahami isi teks tersebut. Penelitian ini bertujuan untuk mengetahui analisis framing media blokTuban.com dalam pemberitaan kampanye calon bupati Tuban pada tahun 2020. Hasilnya menunjukkan bahwa narasumber pada blokTuban.com lebih didominasi oleh para kontestan calon bupati dan wakil bupati Tuban. Pembingkaiian oleh blokTuban.com dilakukan melalui berbagai cara, yaitu pemilihan judul berita, pemilihan sumber informasi, pemilihan kata yang digunakan dalam artikel berita, blokTuban.com membangun citra positif dalam memberitakan para kontestan calon bupati dan wakil bupati Tuban.

Kata kunci: Analisis Framing, BlokTuban.com, Calon Bupati Tuban

INTRODUCTION

The Tuban Regional Election in 2020 has been over. The winner has been announced by the General Election Commission of Tuban Regency, and the result was won by the pair of Aditya Halindra Faridzky-Riyadi. The Pilkada in Tuban Regency in 2020 is included as a success election by considering a series of regional elections that conducted on schedule, and there are no lawsuits or disputes by the contesting parties.

During the contestation, starting from seleting the candidates until the end of the election, the role of the media was very dominant in branding the candidates. Almost every day, the news about the activities of candidates for regent and deputy regent always appears in the media, both printed media, online media, and social media. Without any doubt, what is published in the media is an attempt to build perceptions for society as media consumers.

The community believe that information is a necessity. By that, the mass media attempts to carry out its function to meet the needs of

the community, one of them is by presenting the news for society. In addition, the mass media has a very large function among society. The press plays a role in expressing something with the aim of correlation to explain, interpret, and comment on the meaning of an event and information that can influence a person's perspective.¹ Nowadays, the media that is totally easy to access is online media. Wherever we need to know some news, we only need to click on our cellphone, then, in an instant, we will have some online news sites.

The large number of online media nowadays displays differences in reporting some news. This difference is influenced by the journalist's perspective in confronting some events. The media also implicitly has its own ideology in presenting news. According to Sobur, news is an ideological construction, so it is possible that news contains the interests of certain parties, including mass media entrepreneurs and press practitioners themselves.²

In the present study, the online media that is analyzed is BlokTuban.com. The reason is because during the pilkada in Tuban Regency, BlokTuban.com intensely presented continuous news on the three candidates for regent and deputy regent, namely Khozanah Hidayati-M. Anwar, Aditya Halindra Faridzky-Riyadi, Setiajit-Armaya Mangkunegara. BlokTuban.com is also one of the main reading references for the people of Tuban and its surroundings.

In the early days of candidate selection, BlokTuban.com has been busy reporting on the selection of candidates for regent from several major parties in Tuban. Likewise, when the campaign period arrived, BlokTuban.com kept on providing news about the three pairs of candidates for the regent-deputy regent of Tuban.

¹ Dennis McQuail, *Teori Komunikasi Massa*, (Jakarta, Penerbit: Salemba, 2011).

² Alex Sobur, *Analisis Teks Media, Suatu Pengantar untuk Analisis Wacana, Analisis Semiotik, dan Analisis Framing*, (Bandung, Penerbit: Remaja Rosdakarya, 2009)

News about the three pairs of candidates for regent and deputy regent is indeed interesting for public consumption, because from media coverage, the public can know the capabilities and competencies of the three candidates through their activities and political communication.

The media has the power to influence in determining political behavior, because the mass media plays a role in shaping public opinion. This role can influence political behavior, even political participation. From the media, the public knows about election information, information on candidate pairs, information on campaign schedules, and even socialization of the implementation of the elections during this pandemic.

However, the framing of a news story by the mass media also plays a role in the formation of public opinion. Therefore, this study wants to discuss the framing of the news of the Tuban regent candidate on BlokTuban.com media

LITERATURE REVIEW

Framing Analysis

Framing analysis is a media analysis as well as semiotic analysis and content analysis. Framing analysis frames some events into a news published to the media. The media constructs a case differently with certain meanings and ways that impact to only some part of the news is considered more meaningful and important by the audience.

Framing analysis is a text analysis method that is in the category of constructionist research. The constructionist paradigm has its own position and view on the media and the news texts it produces. The constructionist concept was introduced by the interpretive sociologist, Peter L. Berger. According to him, reality is not scientifically shaped, nor revealed by God, but on the contrary, it is shaped and constructed.³

³ Alex Sobur, *Analisis Teks Media, Suatu Pengantar untuk Analisis Wacana, Analisis Semiotik, dan Analisis Framing*, (Bandung, Penerbit: Remaja Rosdakarya, 2009)

In framing analysis, the point is how a reality or events are constructed by the media. More specifically, how to frame an event in a certain construction. So that the point of attention is not whether the media is reporting negative or positive, but how the frame developed by the media.⁴

This media framing is done by journalists. This framing relates to the perspectives used by journalists in selecting and writing news. This perspective ultimately determines what facts are taken, what to highlight and eliminate, and where to take this news.

In this study, the researchers used framing analysis from Zhongdang Pan and Gerald Kosicki, because Zhongdang Pan and Kosicki have a detailed model in viewing news framing. This is why the model more often used by researchers.

Zhongdang Pan and Kosicki's approach divides the framing device into four major structures, namely syntax, script, thematic, and rhetorical. The four structural dimensions form a theme that links the semantic elements of news narratives in a global coherence. This model assumes that every news item has a frame that works as the center of the organization of ideas.⁵

Syntactic structure relates to how journalists organize events, opinions, observations, quotes into a general form of news structure. This can be observed from the news leads used, setting, headlines, quotes taken. In essence, from this syntax, it is observed how journalists understand events which can be seen from the way they compile facts into news.

The structure of the script relates to how journalists tell or narrate events in the form of news. This structure looks at how the strategy of telling stories or speaking is used by journalists in packaging events into news.

⁴ Eriyanto, *Analisis Framing, Konstruksi Ideologi dan Politik Media*, 2012, Yogyakarta, Penerbit: LKIS

⁵ Alex Sobur, *Analisis Teks Media, Suatu Pengantar untuk Analisis Wacana, Analisis Semiotik, dan Analisis Framing*, (Bandung, Penerbit: Remaja Rosdakarya, 2009)

Thematic structure relates to how journalists collect their views on events into propositions, sentences or relationships between sentences that make up the text as a whole. This structure sees how that understanding is realized in a smaller form.

Rhetorical structure relates to how journalists emphasize a certain meaning to the news. This structure looks at how journalists use diction, idioms, graphics, and images that are used not only to support writing, but also to emphasize certain meanings to readers.

The four structures are a series that can show the framing of some media. The tendency of journalists to understand an event can be observed from those four structures.

Online media

The presence of online information media, such as radio, newspapers, and television makes it easier for us to access information anywhere and anytime. At first these online media, especially news sites, were born from media that already had names, such as *kompas.com*, *Jawapos.com* whose news was derived from conventional media. However, nowadays, more and more various online media were born and mushrooming people's site.

There are several characteristics of online media that distinguish it from conventional media, namely (<https://www.akudigital.com/>):

a. Information speed

Events that occur in the field can be published immediately and actually. This will speed up the process of distributing information to the public.

b. Information Updating

Information can be updated quickly and easily, both in terms of improving content, grammar, and data, or even the latest developments from an issue that is being reported.

c. Interactive

One of the advantages possessed by online media is the interactive function. Various online media features, such as email,

chat, games, or surveys can receive responses from the audience directly.

d. Personalization

Online media provides an opportunity for readers to choose news that is considered relevant and needed by readers, and skips news that is considered unimportant by readers.

e. Increasing Load Capacity

Any information to be published is stored in data on a computer. Information that has been published will still be stored and can be added at any time as needed.

f. Linking with other sources (hyperlinks)

Any information submitted to the public can be linked to relevant sources, either from the same source or from different sources. By using hyperlinks, users can open other information with just one click.

News

News is the fastest report on the latest facts or ideas, which are true, interesting, and or important for most audiences, through periodical media such as newspapers, radio, television, or online media, namely the internet.⁶

There is no journalistic expert who has defined news specifically and can be generally accepted. However, in simple terms, journalistic experts define news as what is written by newspapers, what is broadcast on radio, and what is shown on television.

There are several elements of news. In his book, Saragih explains that the first element of news is the latest. The latest information element is the most important in the news. News that is still hot will attract the attention of readers, rather than news that is old. The next element of news is distance, the distance between the occurrence of a news story and the place where the news is published has an important meaning. The news also recognizes

⁶ Sumadiri, Harris, *Bahasa Jurnalistik: Panduan Praktis Penulis dan Jurnalis*, (Bandung, Penerbit: Simbiosis Rekatama Media, 2016)

extraordinaryness, what is meant by extraordinary is something strange, something extraordinary will always attract people's attention. The last element is the result, when talking about news that involves distance, near or far from the scene of the news publication, Carl Warren stated that the most important thing that is interesting in the world for humans is something about themselves (Saragih 2018).

Campaign

Campaign is a process of individual or group communication activities carried out in an institutionalized manner and aims to create a certain effect or impact. Roger and Storey define a campaign as a series of actions about planned communication by the aim of creating a certain effect on a large number of audiences that is carried out continuously over a certain period of time.⁷

Referring to the definition from Venus, every communication campaign activity must contain at least four things, namely:

1. Campaign actions that aim to create a certain effect or impact.
2. A large number of target audiences.
3. Usually centered in a certain period of time.
4. Through a series of organized communication actions.

According to the Law of the Republic of Indonesia No. 8 of 2012 Article 77 "Election campaigns are part of public political education and are carried out responsibly". Based on several expert opinions, it can be defined that campaigning is an activity carried out by election contestants to attract people's attention to cast their vote/right to vote at the time of the general election. The campaign pattern that can be carried out is through door to door to residents' homes, installing banners in public places, and holding speeches in various places to attract voters' interest.

⁷ Antar Venus. *Manajemen Kampanye: Panduan Teoritis dan Praktis dalam Mengefektifkan Kampanye Komunikasi*, (Bandung, Penerbit: Simbiosis Rekatama Media, 2009), 7.

Representation Theory

The representation theory proposed by Stuart Hall is the main theory that underlies this research. The main understanding of this representation theory is the use of language to convey something meaningful to others. Representation is the most important part of the process by which meanings are produced and exchanged between group members in a culture. Representation is interpreting the concepts that are in our minds by using language. Stuart Hall explicitly defines representation as the process of producing meaning by using language.⁸

METHOD

The present research used descriptive qualitative research with a constructivism approach. Qualitative descriptive research is research that describes physical and social conditions based on actual facts and data. Qualitative descriptive format is considered appropriate for researching problems that require in-depth study.⁹

The data used in this study were primary data that obtained from the news of the candidate for the regent of Tuban on BlokTuban.com which was taken in September-December 2020. While secondary data was obtained from books, journals, and online media.

Whereas the data analysis technique in this study implements the framing used by Zhongdang Pan and Kosicki model. In this model, the unit of observation of the text is more comprehensive and adequate, because it covers all aspects contained in the text

The framing analysis of the Zhongdang Pan and Kosicki models is:

⁸ Hall, Stuart, *Representation: Cultural Representation dan Signifying Practices*, (London: SAGE, 1995).

⁹ Bungin, Burhan, *Penelitian Kualitatif: Komunikasi, Ekonomi, Kebijakan Publik dan Ilmu Sosial Lainnya*, (Jakarta, Penerbit: Kencana Prenada Media Group, 2011).

Structure	Framing Devices	Observed Unit
Syntax	News Scheme	Headlines, leads, background information, source citations, statements, and closings
Script	News Completeness	5W + 1H
Thematic	<ol style="list-style-type: none"> 1. Details 2. Meaning 3. Coherence 4. Sentence form 5. Pronouns 	Paragraphs, propositions, sentences, relationships between sentences
Rhetorical	<ol style="list-style-type: none"> 6. Lexicon 7. Graphics 8. Metaphor 9. Supposition 	Words, Idioms, pictures, photos, graphics

RESULT AND DISCUSSION

Framing Analysis of Bloktuban.Com Media in Reporting The Campaign of Candidate For Regent of Tuban

In this study, an analysis was conducted on the news published in the BlokTuban.com portal during the period from September to November 2020, which contained campaign news for the Tuban Regent candidate. The presentation of the analysis is adjusted in which the news is published and presented in tabular form.

a. News Analysis Text 1

Title :Loyalty to the State Declaration of District Head, Convey 9 Excellent Programs (*Setia-Negara Deklarasi Cabup-Cawabup, Sampaikan 9 Program Unggulan*)

Source :blokTuban.com, September 3rd, 2020

Summary :Five political parties (PDIP, Gerindra, PAN, PPP, and PBB) carry the Setiajit – RM pair. Armaya Mangkunegara as the candidate for regent-deputy regent. In that declaration also stated 9 featured programs.

Analysis:

1) *Syntactic Structure*

According to the title scheme, it shows that Setia-Negara is confident of running as a candidate for the Regent and Deputy Regent of Tuban. The contents of the news mostly quote direct interviews with Setiajit so that it contains many of Setia-Negara's flagship programs and their winning strategies.

2) *Script Structure*

The structure of the script provides a clear description about the activities of the Setia-Negara declaration at the Setia-Negara Winning Command Post. All elements are clearly visible, so that they meet the requirements of good news, which includes all 5W + 1H elements

3) *Thematic Structure*

From the thematic structure, this news as a whole tells about the process of the Setia-Negara declaration which also announced its 9 flagship programs.

4) *Rhetorical Structure*

From the rhetorical structure, the text of this news contains a photo of the implementation of the Setia-Negara declaration at the Victory Command Post. Likewise, at the end of the text, there is a youtube link for the complete implementation of the Faithful-State Declaration.

b. News Analysis Text 2

Title :Setia-Negara Offers IDR 100 to IDR 300 Million Per Dusun (*Setia-Negara Tawarkan Rp 100 Sampai Rp 300 Juta Per Dusun*)

Source :blokTuban.com, October 10, 2020

Summary :The Candidate Pair for Regent and Deputy Regent of Tuban Setiajit and Armaya Mangkunegara (Setia-Negara) implemented a political contract through the Desa Makmur program by providing additional budgets of Rp 100 million to Rp 300 million per village. These funds are outside the Village fund, both DD and ADD.

Analysis:

1) *Syntactic Structure*

The title scheme shows that the Setia-Negara Regent Candidate Pair offers an additional budget of Rp. 100 million to Rp. 300 million per village. The news content as a whole quotes a direct statement from the Setiajit Regent candidate explaining the concept of the Dusun Makmur program and a statement to convince the public about Setiajit's commitment to the program.

2) *Script Structure*

The structure of the script shows Setiajit conducting a campaign and explains the concept of Dusun Makmur and explains his commitment in implementing the program. The elements in the writing of the news are clearly visible which of course has fulfilled the 5W+1H.

3) *Thematic Structure*

This news shows about the Setiajit Regent Candidate who is explaining the concept of the political contract of Dusun Makmur and showing Setiajit's commitment in realizing this political contract.

4) *Rhetorical Structure*

Rhetorically, journalists consider that the political contract entered into by the Setiajit Regent Candidate is a promise made by Setiajit to the community in a number of villages in

Rengel District and can be accounted for. If it is not fulfilled, it can be prosecuted legally.

c. News Analysis Text 3

Title :DaDi Couples Help Village Road Construction
Materials (*Pasangan DaDi Bantu Material Pembangunan Jalan Desa*)

Source :blokTuban.com, October 11, 2020

Summary :The couple Aditya Halindra Faridzki-Riyadi (DaDi) are involved in the construction of a road connecting Tuwiri Kulon Village and Tuwiri Wetan Village. In his remarks, Indra promised to continue building the road when he was entrusted with being the leader of Tuban.

Analysis:

1) *Syntactic Structure*

According to the syntactic structure, the news title is in accordance with the content of the news text. From the news lead to the closing, he explained about the implementation of Indra-Riyadi's activities in the construction of a new road connecting Tuwiri Kulon and Tuwiri Wetan villages. In paragraph 2 explains the laying of the first stone for the construction of the road by Indra, followed by a speech by Indra who promised to continue the construction of the road. At the end of the news text, there is a statement from the Chairperson of the Tuwiri Kulon Youth Organization, Nurhadi, who thanked the Indra-Riyadi couple (DaDi) for the material assistance provided by this pair.

2) *Script Structure*

Based on the script structure, all 5W+1H elements have been fulfilled in the preparation of the news text. Journalists explain in detail these elements, how the event happened and why it happened. So that this news text has a clear and complete framework.

3) *Thematic Structure*

The theme in this news text strongly supports the news title. Each paragraph tells about DaDi's activities in the construction of a new road in Tuwiri Kulon Village. Until the last paragraph tells about Chairman Karang Taruna's Tuwiri Kulon response to what Lindra-Riyadi did.

4) *Rhetorical Structure*

The use of the phrase "*mbangun deso noto kutho*" which is the jargon of the Lindra-Riyadi couple is intended to convey their vision when they are later elected as the leader of Tuban City. "*mbangun deso noto kutho*" means building infrastructure in the village, meanwhile in the city will be set its arrangement to make it looks beautiful.

d. News Analysis Text 4

Title :Gus Maya Exploring the village to Meet some Mothers on Dalwo (*Gus Maya Blusukan Temui Ibu-Ibu Dalwo*)

Source :blokTuban.com, October 30, 2020

Summary :Candidate for Deputy Regent (Cawabup) R.M. Armaya Mangkunegara visited the corner of the village, Soko District, to be precise in Dalwo Dusun, Prambontergayang Village. In his introduction, Gus Maya heard farmers' complaints about fertilizers and crop yields.

Analysis:

1) *Syntactic Structure*

In the headline, the title says "Gus Maya Blusukan Meets Mothers". Here, the journalist wants to emphasize to the readers that Gus Maya has carried out "going down" activities to the community to find something. This is emphasized in the lead by showing Gus Maya's exploring place in detail.

2) *Script Structure*

Based on the structure of the script that should contain the 5W+1H formula, the why element in this news article is not visible, why Gus Maya did exploration. So that in terms of good news writing guidelines, this article is less than perfect.

3) *Thematic Structure*

From the first paragraph to the end, journalists published all of Gus Maya's activities in the exploration event in Dalwo Dusun, Prambontergayang Village. Gus Maya also heard farmers' complaints about fertilizers. But unfortunately, the sources only came from one party, namely from Gus Maya herself.

4) *Rhetorical Structure*

Based on the rhetorical structure, there are some pictures in this article which purpose is to provide an explanation of the published news articles. However, the photos do not match the news headlines. The title of the news is "Gus Maya Exploration Meets some Mother on Dalwo", but the banner in the photo reads "Political Education for Gerindra Party Cadres for Dapil 3" and a photo on behalf of Lutfi Firmansyah is displayed. So that the purpose of displaying photos in this article is not achieved.

e. News Analysis Text 5

Title :Lindra-Riyadi Prepares MSME Development Program for Community Welfare (*Lindra-Riyadi Siapkan Program Pengembangan UMKM Untuk Kesejahteraan Masyarakat*)

Source :blokTuban.com, November 11th, 2020

Summary :The Lindra-Riyadi couple conveyed the MSME Development Program by providing skills training, business management training and overseeing the marketing of the products produced. In addition, what will be developed are optimizing Job Training Centers (BLK), synergizing with Corporate Social Responsibility (CSR) programs from companies

operating in Tuban Regency, and strengthening Village-Owned Enterprises (BUMDes) with One Village One Superior Product.

Analysis:

1) *Syntactic Structure*

The syntactic structure in this news, namely the Candidate Pair for Regent (Cabup) and Candidate for Deputy Regent (Cawabup) Tuban Number 2 Aditya Halindra Faridzki-Riyadi assesses that until now the level of welfare of the people of Tuban Regency in the economic field is still not evenly distributed. So that the Lindra-Riyadi couple prepares a program to build and develop MSMEs. The contents of the news as a whole quoted from the statement of the candidate for Regent Aditya Halindra Faridzki who explained the concept of welfare programs in the economic field.

2) *Script Structure*

The structure of the script in this news only explains about the concept of welfare program in the economic field that is owned by Lindra. The 'where' element is not shown in this news. So that the element of news writing does not meet the rules of writing 5W + 1H.

3) *Thematic Structure*

The thematic structure in this news explains about the economic welfare program owned by the Lindra-Riyadi Candidate Pair and the steps that will be implemented in realizing the program.

4) *Rhetorical Structure*

The rhetorical structure in this news contains photos of the friendly activity between the candidate pair Lindra-Riyadi and journalists in Tuban, in which the candidate for Regent of Lindra conveyed the concept and steps of the welfare program in the economic field.

Meanwhile, the use of the word “developing” indicates that the programs offered by the Lindra-Riyadi couple are new programs that will be developed.

CONCLUSION

Based on the results of research through Zhongdang Pan and Kosicki’s framing analysis of the campaign coverage of the Tuban Regent candidate, the following conclusions can be drawn: the sources used as news sources by BlokTuban.com are more dominated by contestants for the Tuban regent and deputy regent candidates. Framing by BlokTuban.com is done through various ways, namely the selection of news titles, selection of information sources, and choice of words used in news articles. BlokTuban.com builds a positive image in reporting the contestants of the candidates for regent and deputy regent of Tuban, and reporting on the campaign for the candidate for regent of Tuban in BlokTuban.com is less optimum. It was proven that during the campaign period from September to December, there were only 5 campaign news for the candidate for the regent of Tuban out of 47 news stories political.

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