

News Framing Analysis of Jakarta Governor Election Campaign in Media Indonesia and Kompas Daily

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Abstract - The purpose of this study was to find out how the news construction or the frames, carried out by Media Indonesia and Kompas against the candidate pair's campaign in the context of Jakarta Regional Head Election, in this case the Ahok-Jarot and Anies-Sandi pairs. The research used is qualitative descriptive method, which is supported by media framing theory. Entman model framing analysis sees framing in two major dimensions, namely selection of issues and emphasis or prominence of certain aspects of reality / issues. The results of the study show that the Media Indonesia daily provides a separate indication for the reporting of the Ahok-Jarot campaign. Media Indonesia provides a broad stage for the candidate pair's political communication. While the Kompas daily tried to be neutral according to its version, by exposing the news in a proportional frame between the two candidate pairs.

Keywords - Framing Analysis, News Campaign, Governor Of Jakarta.

I. INTRODUCTION

In the election agenda for democracy, the main role of the media is to focus public attention on the ongoing campaign and various information about candidates and other political issues. Although it may not have a direct impact on changing the number of votes, the media can still influence the number of votes captured in the election. Implicitly, the community makes an assessment of the parties as well as the methods taken to win the election, or hot issues that are debated. The emergence of a new page during the election is largely, and not only to give the stage to the contesting candidates, but also the issues that accompany it are very likely to be reported. A phenomenon like this, happened in 2004 ago for example, in the context of the 2004 General Election, Kompas newspaper specialized pages 37-44 for the election report under the name of the 2004 General Election Rubric. In this rubric contains campaigns, polls and expert views on political issues. The mass media seems to arrive at the climax in delivering reports, analyzes, and interpretations of events

regarding the campaign to the public (Pawito, 2009). A new page or rubric appears again during the implementation of the DKI Jakarta Regional Election in 2017. From the observations of researchers, a new page or rubric surrounding the issues of DKI Jakarta Election can be found in the Media Indonesia (MI) newspaper. Media Indonesia (MI) even places it on the third page for two pages, separate from other Political news pages. Meanwhile, researchers did not find similar new rubrics in other national newspapers such as Kompas, Republika or Koran Tempo. The view of Indonesian Media (MI) through Political Page, Law and Human Page Editor, Media Indonesia (MI) newspaper, Eko Rahmanto stated that the new rubric was deliberately raised to accommodate, giving candidates space and stage as well as issues brought up during the implementation of the 2017 DKI elections lasts either round 1 or round 2.

The emergence of a new rubric named "DKI Election 2017" can also be seen as a form of media political policy in the form of support for one particular candidate. Considering Media Indonesia (MI) is a media company

incorporated in the Media Group business with Metro TV and Metronews.com, which was founded by Surya Paloh who also carries certain political office authorities, namely as the General Chairman of the Nasdem Party (National Democrats). It should be noted that Nasdem is one of the political parties that are members of the coalition to support the winning of Basuki-Djarot in the 2017 DKI Regional Election along with other forces, namely *PDI-P*, *PPP*, *Hanura* and *Golkar*. With the closeness between Media Group and NasDem, it is very possible for news discourse that appears on the Media Indonesia (MI) publication to legitimize full support for Basuki-Djarot candidate pair (Badja), while the news highlighting the Anies-Sandi pair is only interpreted as supplementary information.

The policy of creating a new rubric in Media Indonesia (MI) was not done by Kompas. Reporting of DKI Election 2017 Kompas is only placed in a rubric that has been available, namely the "Metropolitan" page. Kompas through the Desk page "Metropolitan" Gesit Ariyanto, considers that the new page or rubric is not too important to appear, and enough to be placed on an existing page, although it is undeniable that the 2017 DKI Jakarta Regional Election is a barometer of democratic parties at the time, his bustle absorbed the political, social and even economic energy of various circles turned out to be very large. Not only in the context of Jakarta, but its political effects expanded like uncontrolled to all corners of Indonesia, until all circles then felt very interested that the attention and attention of the media was felt so great, even the volume of the news almost "drowned" almost all election issues in 100 other regions. The preaching of DKI Jakarta Regional Election begins with candidates' determination reports, registration of candidate pairs (paslon), then switches with reports that focus on campaign activities until the election. The majority of national newspapers put paslon campaign news on the front page or headline. The form of Media Indonesia (MI) support for the Basuki-Djarot pair is also seen in the news titles that appear. Media Indonesia edition no. 12930 entitled: "Peaceful Campaign Ready To Be Held", in the text at the same time displaying a photo of Metro Jaya Police Chief Inspector General M Iriawan along with his assertion which reads "All are committed to carry out the elections in an orderly, safe, smooth and peaceful manner". The 1/11/2016 edition of Media Indonesia presents a composition of the photos of Basuki Tjahaja Purnama (Ahok) who are taking pictures with residents when doing "blusukan" in the Kebagusan area, South Jakarta. A day later Media Indonesia (MI) again reported about Ahok's campaign activities with

the title "Ahok Invites the Public to Raise Rp. 50 Billion Funds".

Observing the differences in media political policies towards the 2017 DKI Regional Election agenda with the construction of sensitive issues in it, researchers are interested in analyzing the reporting frame in both national newspapers that have different ideologies, namely Kompas and Media Indonesia (MI).

II. RESEARCH METHODS

This study uses a qualitative approach. The qualitative approach in this study is used to get a complete picture in interpreting a reality that is examined with a holistic approach, and not to measure the parts of reality. Descriptive research provides an overview of the context, situation, and event, the phenomenon of what is observed. In this study, data collection was obtained by collecting the Paslon Basuki-Djarot and Anies-Sandi Campaign News on Round 2 of DKI Jakarta Regional Election, 2017 in Media Indonesia (MI) and Kompas newspapers, March to April 2017 period.

Entman model framing analysis sees framing in two major dimensions, namely selection of issues and emphasis or prominence of certain aspects of reality / issues (Eriyanto, 2002). The Entman analysis model illustrates broadly how events are interpreted and signified by journalists. Entman framing elements consist of four things: (1). Define problems (defining problems); (2) Diagnose causes (estimating the problem chapter). (3). Make moral judgment (making moral choices) and (4). Treating recommendation (emphasizing settlement).

III. RESULTS AND DISCUSSION

A. Story of 'elephant battle'

Jakarta is the axis of power, so fighting over Jakarta is fighting over the axis of national power. This logic is well recognized by senior political elites who are trying to display their body's contestation of power through the candidate pairs they support. Thus, the 2017 Jakarta Election is felt no longer solely the election of governor and deputy governor, but becomes the 'battle arena' for the 2019 electoral contestation, and can even be referred to as the "presidential election pilkada". In the political communication perspective, the presence of senior political figures such as Megawati Soekarnoputri, Prabowo Subianto and Susilo Bambang Yudhoyono in the 2017 DKI Jakarta Regional Election has the meaning of referent power, used as one of the persuasion strategies of each follower with the intention of mobilizing citizens for the

choice of the candidate pair he supported. Thus the contestation is shown more to the battle of the 'elephants'.

The relationship with the news in the mass media, echoing the 2017 DKI Jakarta elections making public and media attention very large, Media Indonesia editors decided to create a new page or rubric named "DKI Regional Election" to accommodate the news about candidate competition during the DKI Jakarta Regional Election along with the issues it carries. Unlike Media Indonesia, it turns out that Kompas did not create a special election page, even though in 2004 Kompas had a new page to accommodate the 2004 Election issues. The 2017 DKI Jakarta Regional Election News was only placed on the "Metropolitan" page. DKI Jakarta Election News 2017 round 2 consisting of 44 news is divided into three sub-themes, namely; Paslon and Political Safari Support, Election Pilkada (related to racial issues) as well as Featured Programs and Public Debates. Considering that during the implementation of the 2nd round election campaign the news that appeared and was chosen by Media Indonesia and Kompas featured the three sub-themes.

B. Special Stage for Ahok-Jarot

Through the news that emerged during the implementation of the 2nd round of the Jakarta election campaign, journalists seemed to be trying to build confidence in the public that armed with temporary advantages in round 1, the Basuki-Djarot pair claimed to easily attract support from various parties, including affirming to the public about the support commitment from supporting coalition party. Media Indonesia then legitimized and confirmed the claims of Party support, Islamic organizations (PPP, PKB, GP Ansor and PBNU) to the Basuki-Djarot candidate pair, reflected in the text of the news about Basuki-Djarot's visit to the PBNU and GP Ansor. Not only Islamic parties and mass organizations, journalists also raised claims of support by regional mass organizations namely FBR (Forum Betawi Rempug)

In addition to Basuki-Djarot, journalists also gave stage to Anies-Sandi by describing Anies-Sandi's meeting with several officials from the Prosperous Justice Party (PKS). Even though the portion of news or news is very little compared to Badja. This kind of news scheme affirms and suggests the public that much of the round 2 winning support goes to Badja candidate pair. If you look at some news, Indonesian media suggest public or audiences if the Islamic Party and mass organization seems to be a magnet for the two candidates to gain support for round 2 winners.

Regarding the technical writing, in the text of Media Indonesia (MI) related to the efforts of the candidate to gain support, journalists still use the word "silaturahmi" to refine the meaning of political campaigns. This kind of writing seems to be commonly done, to emphasize that there is a blurring of purpose or purpose when a candidate holds a meeting with the leaders of the political party during the election. While the sources or sources of news selected and raised by journalists as an effort to support the idea that illustrates the support of Islamic parties and mass organizations are important figures who carry certain authority authority, such as Said Agil as the Head of Nadlatul Ulama, Head of PPP, Djan Faridz and several other figures. This means that MI wants to convey to the public that the support of the party or mass organization has been represented by their leader, asserting that there is a suggestion that members must indirectly or must follow the votes of the party or group they represent.

Regarding the election violations, Media Indonesia (MI) only focused on the form of violations of cases related to the race and religion issue, namely the spread of provocative, religiously-colored banners that were used to attack and overthrow certain paslon in several regions in Jakarta. In addition to provocative banner cases, the news of Media Indonesia also highlighted appeals both aimed at citizens and certain individuals who took advantage of the situation to carry out black campaigns. The sources that were raised were representatives from several relevant agencies, the authorities had the authority, for example the Chairperson of the Election Supervisory Body, Chairperson of the Election Supervisory Committee, figures from the Police, even in one of the news. to criminal. This is at the same time to reduce its spread in the lower community.

Among the many news, Media Indonesia feels just trying to construct a positive Basuki-Djarot program. Basuki-Djarot's programs are labeled as pro-people programs, this can be seen in the news text entitled "Basuki-Djarot Muliakan Manula". The idea of the people that the Indonesian Media wants to emphasize is that citizens who cannot afford it include elderly people. This fact also confirms that the program with the target target of the elderly dismissed the notion that the Basuki-Djarot program was only for certain groups of people. Some news of candidate debates also appeared on Media Indonesia and Kompas. Some of the news that appears on Media Indonesia are; Debate Digging Issues from Communities, Communities Sharpen Debate Questions, Basuki-Djarot Kian Meyakinkan (setting as Head Line), Elektabilitas Basuki-Djarot Continues Uphill. While in Kompas is the

Ultimate Electability Lift Debate, the Final Debate Is Not Feet Hot. A very prominent difference is the Basuki-Djarot candidate pair was packaged as a candidate who mastered the debate stage. Basuki-Djarot is shown as a candidate who is able to overcome the pressure of questions from both the panelists and the community, Basuki-Djarot claimed to have mastered the debate material because it has been tested, has a track record of policies and programs that have been implemented.

C. Kompas Version Neutrality

Kompas compiled facts supporting both candidate in only one news, while Media Indonesia separated the news between support for Basuki-Djarot and Anies-Sandi. Similar to what Media Indonesia did, Kompas in reporting on violations of the elections unfortunately only focused on provocative banner cases; findings in the field, removal of banners and appeals to citizens to keep the situation conducive. Kompas also does not explicitly describe in detail who the perpetrators behind the spread of banners, Kompas only leads the reader to things that are normative, there are no texts that reveal the perpetrators, the objectives of the perpetrators and what facts are behind the racial issue.

In the general election violation news text, Kompas used several news sources, including the Governor, the Election Supervisory Committee, Public Relations of the Metro Jaya Regional Police and even the Jakarta Police Chief's statement, Inspector General Mochamad Iriawan was inserted to emphasize that violations related to racial and religion issues had been included in the law. The four sources agreed that the provocative banner must be removed because it has the potential to disturb public order and order. In this case Kompas seems to strengthen its reporting base through 'source triangulation', which can be said to be a data-based journalist effort. Of course the data referred to in this context is the point of view of those who are competent in their fields. Until this point Kompas tried to build journalistic arguments as well as possible in order to strengthen the implementation of idealized reporting rules.

IV. CONCLUSION

In accordance with the results of the research on news activities carried out by both the Media Indonesia and Kompas newspapers in the implementation of the Jakarta Regional Election both round 1 or round 2 for almost seven months, it has fulfilled the agenda agenda work rhythm. In addition there is conformity with what has been described in a study by Shanto Iyegar and D. Kinder which complements the shortcomings of McCombs' research, which offers a test

for the agenda setting hypothesis, namely problems that get great attention from national news are problems that are viewed as public important issues too, so actually being able to see the setting agenda as a theory can be applied and surfaced when a crucial issue becomes a national discussion in the midst of society.

News coverage of the Jakarta Regional Election which lasted for almost 7 months in Indonesian Media and Kompas was very representative of the idea that the length of important issues running was also a concern, whether it was fast or long enough. When the agenda setting process runs, so will it last forever or temporarily. It can be concluded that the duration of the agenda setting process applies to certain contexts and situations, where there is no certainty how long an issue affects the public agenda, as well as when the loss. It all depends on how the issue becomes a local or national issue, the more important and the interests of the wider audience, the longer the issue will run, when a solution has been offered and implemented, it will automatically disappear. Usually happens when the public is directed to new issues that are considered important

In the news of the General Election or Pilkada which involves several candidates or candidates, each media should keep prioritizing balance, meaning that wherever possible Media Indonesia and Kompas provide the stage, a balanced portion of news, the same percentage of news to all contesting candidates. The media must continue to consider the impact that will arise before the news emerges, especially with sensitive themes such as issues that intersect with racial and religion. The media should not become actors who heat up the political temperature with sensitive news. The media should focus more on news that cools the atmosphere, being active as a media to reduce conflict, not the other way around.

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