

FRAMING ANALYSIS OF CAPRES 1 DEBATE IN COMPASS AND MEDIA DAILY INDONESIA

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Abstract

Analysis of news text discourse that emphasizes the constellation of forces that occur in the production and reproduction of news media. The research approach used is the Framing analysis approach. Data Analysis of this critical discourse is a news fragment in the form of paragraphs in the news, Media Indonesia and Kompas are more directed to existing powers, Media Indonesia and Kompas have special considerations in the selection of issues presented to readers every day. Critical discourse analysis places media as a source of information that creates and reality with the grammar used and choices of diction so as to give birth to a diverse representation of information for the audience.

Keywords: Framing Analysis, Debate, News

Abstrak

Analisis pada wacana teks berita yang menekankan pada konstalasi kekuatan yang terjadi pada produksi dan reproduksi berita sebuah media. Pendekatan penelitian yang digunakan pendekatan analisi Framing. Data Analisis wacana kritis ini adalah penggalan berita berupa paragraf dalam pemberitaan, Media Indonesia dan Kompas lebih mengarah kepada kekuasaan yang ada, Media Indonesia dan Kompas memiliki pertimbangan khusus dalam pemilihan isu yang disajikan kepada pembaca setiap harinya. Analisis wacana kritis menempatkan media sebagai sumber informasi yang menciptakan realitas dengan tata bahasa yang digunakan serta pilihan diksi sehingga melahirkan representasi informasi yang beraneka ragam bagi khalayak pembacanya.

Kata Kunci: Analisis Framing, Debat, Berita

INTRODUCTION

The construction of discourse in mass media, especially in print media has a very crucial and essential role, especially in the theme of the news raised by presenting text discourses in newspaper news. Discourse is the most complete language unit in the highest or largest grammatical hierarchy which is realized in the form of a complete composition either in paragraphs, sentences or words that carry the message Budiwati, Tri Rina (2011). The formation of discourse in the mass media is strongly influenced by the ideology of the mass media. This is what makes it seem as if the discourse contained is a dilemma because sometimes the ideology in the mass media is influenced by certain interests. Opinions arising

from packaging discourse in the form of news and articles prove that there is no mass media that is entirely neutral. (Eriyanto, 2011) considers that mass media is not a free and neutral channel. The discourse carried out by the mass media is not only limited to a language unit that is free of values and missions, the discourse is created is inseparable from various interests, the discourse is used as a presentation of a specific ideology. Teti, Sobari (2017)

Mass media is actually owned by certain groups and is used to dominate groups that are not dominant. This domination is carried out by hegemonizing the public through discourses that present ideology so that the influence that arises is expected to become reality. Discourse as a general idea that ink language according to different patterns followed by utterances of users in domains, different social life, for example, the domain of "media discourse and discourse" political discourse.

The phenomenon of doubts about the neutrality of discourse is also believed to lead to news about the presidential debate. Every newspaper even has its own place/section for reporting on presidential debate 1. The presidential debate that was held received special attention from the community because it involved thousands of people.

The amount of news that contains the presidential debate makes the image of the presidential debate very diverse in the community. News in the mass media that form the image of the presidential debate cannot be separated from the role of journalists as news composers and mass media where he takes shelter. The ideology of journalists and the mass media is inseparable from the process of covering and reporting an event. The news produced reflects the ideology of journalists, companies and certain social, economic or political interests. The language used shows from certain groups (dominant) and marginalizes other groups. The language is also built on certain interests with certain intentions. The Background that believes researchers that the Indonesian Media Daily and Kompas daily media portray the presidential debate in accordance with the ideology of each mass media. The selection of the two mass media is a source of data because the two newspapers have different coverage. The characteristics of the news presented are influenced by the ideology or the particular interests of the shareholders of the newspaper also taking into account the coverage of the distribution area of the newspaper.

Other considerations, the age of publication and experience in the world of journalism in Indonesia and the high level of popularity and readability or acceptance in the community and readers in the three mass media. Another thing that makes this research interesting is how the media packages demand in the same way. Course this can make a benchmark for public expectations created during the activity.

"News is something unusual", the mass media indulge in the use of languages that are fun to exploit the reality of events that occur in the community. There are five political languages that hegemony the public through mass media. The five political languages, namely (a) the danger of labeling, (b) ideological and euphemistic, (c) the new posture, (d) the personification of politics and sports, and the 2004 election idioms (Anshori 2008)

From the various news presented by the media today, the news that gets the most attention is political news, especially before the election, the media will become a storefront for political parties to introduce themselves to the public.

This situation is supported because of the relationship between symbiotic mutualism between interests and the media, which is on the one hand mutually beneficial. News coverage in the media still exists between the functions and duties of journalists, so that the news delivered is not in accordance with the field. A journalist profession should apply a journalist's code of ethics in carrying out the rights and obligations of journalists in accordance with the journalist's code of ethics, namely in written reporting must test information in its entirety, report in a balanced manner, not mix judgmental facts and opinions, and apply the presumption of innocence . But in reality, the political news that is informed by the media especially if approaching the election is sometimes contrary to what is contained in the journalists' code of ethics. Because the news that is raised is news made at the request, which takes sides with those who will benefit the media.

Independent media always contains news that is in accordance with the facts, the media can convey the true truth of the audience, not convey the hidden mission of the stakeholders of power that are packaged in such a way that the media seems to be on the right side.

Media has the ability to create imagery to the public. Especially in this case using news with language in such a way that the one presented to the public can imitate imagery that is considered both positive and negative.

In the analysis of critical discourse, the placement of representative problems is the main issue in critical discourse research, so that the media creates reality by using grammar and vocabulary choices, giving birth to diverse representations for the audience.

In general, this study aims to describe and explain the ideological representation in the text of political news in the Indonesian media and Kompas daily Ahead of the 2019 election. In particular, there are two research objectives. According to Panuju, framing analysis is an analysis to dismantle the ideology behind information writing. Robert N. Entman, an analysis expert laid the foundations of framing analysis in the study of media content, framing was defined as the selection of various aspects of reality that existed and made that reality more prominent in a news text.

Discourse analysis as a type of discourse analysis initially examines and studies how power is misused, or how domination and injustice are executed and parodied through text or discourse in a sociopolitical context. Critical discourse analysis is actually part of an effort to restore cultural studies (cultural studies), especially those that developed in England, into the roots of tradition as a critical study (Critical Studies). Furthermore, critical discourse analysis examines discourse in which it contains the use of language that is used as a conduit of information to enable a community to develop activities that are both cultural, legal, ideological, religious and customs.

According to Stuart Hall Eriyanto, (2011) the formation of reality mentioned above there are two things that are central to the study of critical discourse analysis. The first language, as understood by structuralists, is the marking system. Reality can be marked differences in the same event. Both are political marking, namely how social practices shape meaning, control, and determine to mean. The center of attention is the role of media in signifying events or realities in a particular view, and showing how power and ideology in the news play a role.

The main problem that representation is, in essence, is the description of individuals, groups, behaviors, or activities that are displayed and illustrated in newspaper news texts. According to John Fiske (in Eriyanto, 2011), when presenting objects, events, ideas, groups, or someone there is at least three processes faced by journalists. First, an event that is marked (encode) as reality. In this case a journalist is free to choose the reality that will be signified, for example, the bombing that we consider to be reality is indicated by the presence of smoky events or bomb sounds in visual media, transcripts of interviews with people who were at the event or who could be used as witnesses statement of a journalist or police officer regarding the occurrence of the event. Second, after the press has determined the reality that has been covered, then it is continued with how the reality is described as information. This is where journalist devices are technically used. Both in written and image language, technical tools are words, sentences or prepositions, graphics, and so on. Third, then the event is organized into conventions so that it can be accepted ideologically. How the codes of representation are linked and organized into social coherence such as social class, or dominant belief in society.

Thus, if journalists make representations, it is inevitable that they may use certain ideologies. Rayn Wiliam (in Eriyanto, 2011) Defining ideology in three domains. First, the belief system that belongs to a particular group or class. Second, a belief made (false ideas or false consciousness) that can be opposed to scientific knowledge. Ideology in this sense is a set of categories that are created and form a false consciousness, where the dominant or dominant group deliberately dominates the other groups that are not dominant. Third, general processes in meaning and ideas. The ideology here is diction which is used to construct the informed meaning.

METHOD

This research uses a qualitative approach. The research uses this qualitative approach, researchers can produce descriptive data in the form of words in writing or verbally from observed human behavior. This research is used, to get a complete picture in interpreting a reality under study with a holistic approach, and not measuring the parts of reality. The nature of this research based on its purpose is descriptive research which is expected to provide a more comprehensive understanding of this topic. Descriptive research provides an overview of the context, situation, and events, phenomena of what is observed.

In this study data collection was obtained from news regarding the presidential debate which was published in the Indonesian Media General Day and the Kompas General Daily on Friday, January 18, 2019.

In this study we will use critical discourse analysis, which is framing analysis used to dissect media ideology in constructing the news, this analysis is to examine the selection strategies highlighted in the fact link to make it more meaningful, more interesting. With the word, framing is an approach to find out how the perspective or perspective used by journalists when resolving issues and writing news. The perspective or perspective finally determines the facts that can be taken, on which parts can be highlighted and eliminated, and where the news can be brought (Sobur, Alex 2015:162). Therefore, the news becomes manipulative and aims to dominate the existence of the subject as something legitimate, objective, natural, natural, or inevitable

One approach that we will discuss this time is the framing approach, which is an alternative model of analysis that can reveal the secrets behind a difference and even media conflict in revealing facts. The ramming approach is used to find out how reality is revealed in a media frame. Thus the social reality can be understood, interpreted, and constructed with certain forms and meanings. Each media has its own characteristics in informing an event. The presentation of the news to the public must certainly comply with the policy set by the editor, of course, can limit the freedom of journalists to write and inform the news.

Editorial wisdom that is made into a guideline and measure in determining what kind of events should be appointed and chosen to be the news and material for comments. In addition to editorial policies can also determine the characteristics of media coverage, the existence of interests can be one of the factors that greatly determine how a media discusses particular news. These interests can be seen by analyzing in detail the news presented or published, whether to defend the interests of the government, the interests of the owners of capital or the interests of the people. Media coverage is what influences political communication, how the packaging of news by the media can affect the political situation, political views, political participation, etc. Which are discussed in the framing approach? Framing analysis is an approach in analyzing in order to see how reality is formed and constructed by the media, reality that is presented prominently or attractively has a great opportunity to be noticed and influence the audience in

understanding reality. Therefore, in practice, framing is run by the media by selecting certain issues and ignoring other issues which should not be reported, the highlighted issue is by using various discourse strategies.

Gamson and Modigliani (Sobur, Alex 2015:162) refer to this perspective as a package that contains constructs of meaning in the event to be reported. According to them, the frame is a way of telling stories or a group of ideas organized in such a way as to present the meaning of events related to the object of discourse.

Framing in two big dimensions: where a selection of issues and emphasis or prominence on aspects of reality. These two factors can further sharpen the news framing through the issue selection process that is worthy of being shown in the emphasis on the content of the news. The journalist's perspective will be highlighted and discarded if he does not need it. Behind all this, decision making about which side is highlighted certainly involves the value and ideology of the journalists involved in the process of producing news. This prominence is intended to make information processes more meaningful.

The news that is highlighted certainly has a greater opportunity to be considered and can influence the audience in understanding reality. Basically, the protrusion pattern is not interpreted biased, but ideologically as a discourse strategy: an effort to present the public to a certain view so that his views are more directly accepted.

GJ Aditjondro (Sobur, Alex 2015:165) defines framing as a method of presentation in reality, where the truth about an event is not totally denied, but subtly deflected, by highlighting certain aspects only, using terms that have connotations certain, and with help, for, caricatures, and other illustrative tools.

The framing process is an inseparable part of the editing process that involves several workers in a special section of print media testimony, each trying to capture the side of information that he wants to highlight (while hiding the other sides). While concentrating the validity of his view by referring to the knowledge, ignorance, and feelings of the readers.

There are three important positions that are responsible for mass media publishing (everyone who works for a media organization), especially by mass communicators.. (Djuroto,Totok, 2002: 15-25)

- a. In the choice of words (symbols) politics
- b. Framing political events
- c. Provide space or time for a political event.

RESULT AND DISCUSSION

Results

Research findings :

Media Indonesia Daily Daily.

JOKOWI MORE CONCRETE (Jumat,18 Januari 2019)

Journalists use word in sentence form

1. Pair number 01 Joko Widodo-Ma'ruf Amin is considered more concretely compared to pair number 02 Prabowo Subianto-Sandiaga Uno in the prime debate of the presidential candidates who took place at the Bidakara Hotel.
2. In addition to producing various four-year policy breakthroughs in leading Indonesia, Jokowi also offered new ideas.
3. The Jokowi-Amin pair is also considered to offer new ideas related to handling various legal issues that still occur.
4. In legal, human rights, corruption, and terrorism-themed debates, the two partners expressed their respective visions and asked each other questions and answered each other.

However, both in the presentation of the vision and mission and questions, the Jokowi-Amin pair was judged to be more data-based and sharper.

5. Conversely, the same thing was not done by the Prabowo-Sandi pair. The director of Oce Madril's Gadjah Mada University Anti-Corruption Study Center took the example number 02, which relies more on income or salary to prevent corruption. Even if the approach is true, in anti-corruption studies that occur in bureaucracies or state institutions, it is the weakest concoction.

Kompas Media Daily Daily.

Behind the Presidential Debate Stage, Friday, January 18, 2019

Journalists use words in sentence form

1. Behind the Presidential Debate Stage
2. About five minutes before the start of the first presidential debate at the Bidakara Hotel, Jakarta, Thursday (1/17/2019) night, candidate number vice president 02 Sandiaga Uno seriously recited the text of the vision and mission, which he will deliver at the first presidential candidate debate - the president's representative, behind the stage. Besides him, Prabowo was listening to input from one of the team members. Every now and then, Prabowo nodded his head, a sign of understanding the input from the team.
3. "Already, relax" said the member of the debate team to Prabowo and Sandiaga, followed by a nod of his head and a small smile from the vice-presidential vice president.
4. Meanwhile separate from them, vice presidential candidate number 01 Ma'ruf Amin nodded his head while listening to the song "Zamrud Khatulistiwa" which was heard by singer Judika. Joko Widodo also seemed to be enjoying the song. Every now and then, he smiled broadly.
5. A number of Gerindra Party elites also monitor from the backstage. Throughout the debate, Deputy General Chairperson Gerindra Sugiono with a group of other young people seemed to watch the television debate going on in that place. Even though the debate paused, they approached Prabowo and Sandiaga swiftly on the stage.
6. In addition to giving input and direction to the candidates, the "whisperers" and the hooding team were also present to encourage. During the break after the first session, for example, Jokowi-Ma'ruf's side was crowded with members of his success team who appreciated the second appearance at the beginning of the debate.
7. At that time there were not many evaluations carried out. Jokowi, Ma'ruf, and more teams laughed and praised each other's looks. Ma'ruf, who will get a turn to speak, explained about the terrorism eradication program, also was encouraged. "Abah (call Ma, ruf) can, Abah certainly can", said several team members.

Discussion

The first findings are in accordance with the framing/frame analysis basically, the prominence of the two mass media is not interpreted as doubt, but on the contrary ideologically as a strategic discourse: efforts to present the public to certain opinions are more acceptable (Sobur, 2015:

164) in each media whose core vocabulary choices are used relate to how certain events, people, groups, or activities are highlighted in a particular text. This vocabulary is very decisive because it deals with the statement of how certain realities are made. The utilization of the vocabulary that encourages the depiction of reality can affect the meaning produced. This is due to the reality informed by reporters unlike the original, this is all a journalist's strategy to portray a reality of a situation that is considered positive or negative in the news. The purpose, among others, is that the resulting meaning is a description of reality that contains positive values. The use of the metaphor above is the effort of journalists in describing someone, group, situation, an event that is based on interests, such as deteriorating or establishing certain groups.

The second finding is in accordance with the framing/frame analysis said Etman (Siahaan, 2001: 80) played a major role in urging political power, and frames on the news of the element of power being printed, Framing according to Entman the existence of important synergy in political communication. Frames argue, requires attention to some aspects of reality that allow audiences to have different reactions. In essence, the form of action describes how an actor performs a certain action to someone who causes something. In this case, each media highlights the activities of the subject, with this prominence there is a hidden meaning in the frame which becomes an ideology of the mass media itself.

Thus the point is to enter several activities or just one activity in the sentence, either the subject or the object. However, the level of prominence of the text can be very high if it is in line with the recipient's belief system scheme. Even the concept of the concept is closely related to the category of scripts, stereotype, which is a collection of ideas in the mind that provide guidance for someone to obtain information. Because the prominence is a product of the interaction between the text and the recipient, the existence of frames in the news text greatly influences the thinking of the audience.

The concept of framing, in Etman's view, consistently offers ways that can reveal the power of a communication text. Framing analysis can explain in an appropriate way the consideration of human consciousness which is urged by the transfer of information from a location.

The results of the third finding are in accordance with the theory of framing analysis, which is essentially the representation of journalists as actors generally presented by reporters in the

form of sentences. Presentation of the reality's reality on a factual reversal event, but gives a spotlight or prominence to certain aspects, to influence the reader in shaping public knowledge. The framing process cannot be separated from editing editor.

Entman revealed framing in news, including filtering issues and emphasizing or highlighting certain aspects of reality or issues. Accentuating information is the process of making information more meaningful and clear, more interesting to readers.

CONCLUSION

From the discussion above it can be concluded that the framing analysis method is a method for understanding how reality is revealed by the media, framing is a construction strategy and simplification of reality through the message displayed to the reader. Based on the results of analysis and discussion on critical discourse analysis in political news Media Indonesia and Kompas daily ahead of the 2019 presidential election debate. It is concluded as follows.

In terms of political choice of words (symbols). Even though mass media is only reporting, it has become the nature of political talk to always take into account political ideology and symbols. Media Indonesia and Kompas are representations that give rise to certain associations portraying events or reality as categorized (Classification of discourse) into the news text. The sentence is a representation of the ideology used by Media Indonesia journalists and Kompas to determine whether the reality is positive or negative from the audience.

In conducting media framing rarely makes news of an event as a whole, from the beginning of the event to the end. Mass communicators often highlight important things that a political event will highlight. From this, we can see where the formation (formation) of the news. So the construction of political reality is very much determined by who has interests (who can benefit or who benefits) with the news.

The mass media provides space or place in constructing a political event. Media by providing a political place, events will get attention from the public as a mental process.

Framing the news by each media will be different, revealing who controls who, who is the opponent, where is the opponent, friend, who is harmed and who benefits, who oppresses and

who is oppressed, etc. Conclusion There are two main things from the framing analysis including, First, how the meaning of events. This is related to coverage. Second, where is the fact? This aspect relates to language and images to support the idea of packing news.

The above findings earlier The ideological representation chosen in the Indonesian media and Kompas political news texts ahead of the 2019 Election was observed in the use of vocabulary and grammar, these representations were political ideologies and power ideologies.

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