FRAMING ANALYSIS OF PRESIDENTIAL ASSISTANCE FOR EARTHQUAKE VICTIMS IN LOMBOK (PIKIRAN RAKYAT - KOMPAS)

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Abstract

Not a few news will be delivered differently from several print media. This is the strategy of the writer to bring the opinion of the reader to the news. Not a few mass media that support one of the figures, so that the media raises the image of the figure. To analyze the news, framing analysis can be done. The purpose of this study was to find out how the Pikiran Rakyat and Kompas in compiling a story were seen from a syntactic, script, thematic, and rhetorical structure. The method used is qualitative research. The text that is the object of research is the text about the President's assistance to earthquake victims in Lombok which is contained in the media of Pikiran Rakyat and Kompas. Based on the results of the study, it was revealed that the Pikiran Rakyat Newspaper explained more details of the activities carried out by the President, so that the figure of this nation's leader was very concerned. Whereas in the Kompas newspaper the contents of the news only summarized the President's activities while in Lombok.

Keywords: *Analysis of framing, Lombok earthquake, President*

PRELIMINARY

News is a rich one written in the form of reporting an event. However, not all events that occur can be reported. An event can be reported if the event meets the news value criteria. This is in line with Romli's opinion (Juditha, 2013:147) which argues that there are certain news value criteria that must be fulfilled by an event so that it can be written into a news story. News written is a complex process that is passed by the author to explore ideas and thoughts about an event. This is in line with the opinion of Sobari (2003:17) which explains that writing is a complex process that allows one to explore ideas and thoughts. Newspapers are one of the media that can be used to convey information in written form. This is in accordance with Moss's opinion (Eriyanto, 2011:x) which explains that mass media discourse, which consists of newspapers is the result of an ideological understanding of the writer in understanding a social reality that occurs**.**

Every newspaper has its own style in reporting events. In addition, each print media has a specific purpose and purpose, for example raising or dropping the image of one important figure. Usually, if one of the media is supported or supported by one party, the media will make

the news related to the character well and increase the credibility of the character. Different, if the media is contradicting one of the characters, then the way in which the news is made will try to drop the image of the character indirectly. This is in line with the opinion of Hamad (2004:22) which explains that a media has an ideology, an attitude of politics, and has certain editorial policies regarding a problem, where it is done through packaging a unique news. So according to Nimmo (Hamad, 2004:22) different news packaging, raises different public opinions.

Like the news of natural disasters that occurred in Lombok a few months ago. It is known that on July 29, 2018 there has been an earthquake in Lombok which has killed many victims and a large loss. After the incident occurred, not a few mass media reported the incident to the news of the President's attitude in response to the incident. The coverage of the President's attitude towards the incident in several mass media was very diverse. As is the case, in the Kompas and Pikiran Rakyat print media on Tuesday, August 14, 2018.

Both of these print media have differences because basically mass media have perceptions and ideology in reporting events so that readers are affected by what they preach. To find out the difference, a science that is related to framing a news is needed. Framing analysis is one way that can be done in reviewing the extent to which the news is displayed by looking at some aspects of the news. In line with Atmadja's opinion (2014:2) which states that framing is one way of selecting a news from several aspects so that there are certain parts that are more prominent than other aspects. Meanwhile, Herman and Nurdiansa (2010:156) argue that Framing analysis is one of the research methods used in mass media derived from social construction theory.

It has been clearly seen that by using framing analysis the reader will know which aspects are highlighted from the news based on how the Kompas Newspaper and the Pikiran Rakyatare presented.

The purpose of this research is to find out how the People's minds newspaper and Kompas report an event seen in arranging facts (syntactic structure), tell the facts (script structure), record facts (thematic structures), and emphasize facts (rhetorical structure).

The research on framing analysis has been carried out by several researchers, namely Atmadja in 2014 Petra Christian University, Surabaya with the title News Framing Analysis Figure Basuki Tjahaja Purnama (Ahok) in Online Media. The results of the study showed that of the three online media, the figure of Ahok was framed as an ethnic Chinese leader who was

forgiving and not vindictive. This can be seen from Ahok's attitude which does not matter, even though he has become a victim in the SARA case.

In addition, Flora (2014:347) also conducted a study with this analysis entitled Analysis of News Framing of Indonesian President Candidates for 2014-2019 in Kaltim Post and Tribun Kaltim Newspapers. The results of the study showed that Kaltim Post further highlighted Dahlan Ishak's character through quotes from sources, leads, headlines and images of Dahlan Ishak. Dahlan Ishak himself is a former CEO of the Java Post Group. Meanwhile Tribun Kaltim highlighted Jokowi's figure, because the owner of Kompas Gramedia was one of Jokowi's strongholds.

METHOD

The research used is qualitative research. According to Febriani, Cahyani & Gelgel (Febriani, Cahyani, & Gelgel, 2015:4) this type of research is research that aims to understand an event experienced by the research subject. The data in this study can be descriptive data in the form of words that will clarify the results of a study. Framing analysis is used to analyze the two news views from a number of aspects so that the reader knows where to take this news. Because framing is one way of selecting a news from several aspects so that there are certain parts that are more prominent than other aspects (Atmadja, 2014:2). Zhongdang Pan and Kosicki (Januarti, Mulkan, & Agustin, 2012:11) explain that in analyzing a news by using framing there are aspects examined, namely as follows.

Table 1. Framing Analysis Tools

Struktur	Perangkat *Framing*	Unit yang Diamati
Syntax (How journalists compile facts)	News schemes	Headlines, leads, background information, quotes, sources, statements, conclusions
Scripts (How reporters tell facts)	Completeness of news	5W + 1H
Thematic (How reporters write facts)	Details Coherence Sentences Pronouns	Paragraphs, propositions, sentences, inter-faith relationships
Rhetorical (The way journalists emphasize the fact)	Lexicon Graphic metaphors	Word, idioms, pictures / photos, graphics

RESULTS AND DISCUSSION

Research using framing analysis requires a fairly complex analysis, because it covers several aspects. Broadly speaking, framing analysis includes syntactic, script, thematic, and rhetorical structures. The results of the analysis of the two newspapers can be seen as follows.

Table 1.2 Framing: Fulfilling the Needs of Refugees (Pikiran Rakyat Newspapers)

Structur	Results
Syntax	In the headline the author does not highlight the President's figure in the news because in this aspect the writer only writes in **Penuhi Kebutuhan Pengungsi**. In the lead section the author emphasizes more on the number of victims and losses that occur as a result of the incident. In the background section the information only describes the activities of the President in monitoring the location of the disaster. The source of information taken was only an explanation from the President and Governor of NTB regarding the incident. Meanwhile, in the closing section the author explained in detail the damage to the building starting from the victims' houses to public facilities.
Scripts	In this section, the author only emphasizes the How.
Thematic	Details of the news displayed are only the number of victims and damage caused by the earthquake.
Rhetorical	Penekana can be seen in the words "menegaskan" and "Penuhi Kebutuhan Pengungsi". In addition, details of the number of victims and damage explained that the earthquake experienced in NTB had a very serious impact. The picture shown in the news shows the difficulty of access to distribution of aid to the area of the earthquake.

This news theme focuses more on the number of victims and damage caused by the earthquake in Lombok some time ago. The efforts made by the President are not highlighted in this news. This can be seen in the lead is written as follows.

BNPB : Korban Meninggal 436 Jiwa dan Kerugian Lebih dari Rp 5,04 Triliun. (Ashari, 2018)

Meanwhile, in the script section the author highlighted the How section, which is the steps taken by the President in meeting the needs of the refugees. In this news, it was explained how the President made direct visits to areas affected by natural disasters as well as meetings conducted by the President and the Governor of NTB related to the rehabilitation process that will begin while the disaster response process is underway.

In terms of thematics, this news consists of ten aragraphs that have been arranged in a cohesive and coherent manner so that the reader will be easy to read the news. This news is also fairly clear with details of the number of victims and losses suffered by the earthquake. This news explains in detail how much physical damage to residential areas and public facilities such as schools, hospitals and others.

In terms of rhetoric, the author uses a picture of the situation in one of the earthquake victims' aid posts with a sign that reads "Do Not Grieve This Test". This photo reinforces the difficult situation of access to the distribution of aid to the area of the earthquake and the enthusiasm of the refugees to rise from the trials they face.

The researcher interpreted the whole news "Fulfilling Refugee Needs", the news framing was the attitude taken by the president in resolving these problems. Although not described in detail the kinds of assistance by the President. The news only focuses on the number of victims and damage caused by the earthquake.

Table 1.3 Framing: "President Ensures Help" (Kompas Newspaper)

Structur	Results
Syntax	The Headline section explains that the President ensures that assistance for earthquake victims is distributed evenly. The Lead section explains the first phase of assistance the President made by building 1000 earthquake resistant houses. The source of information taken by the author in this news is quite a lot, consisting of the President, Minister of Public Works and Public Housing, Presidential Staff, Commander of the TNI, Chief of Police, and Governor of NTB. In the concluding section, the victims and the losses experienced as a result of the incident are detailed. In addition, the authors explained that tourism actors were also affected, starting from hotels that were deserted due to the absence of tourists, tour guides who lost their jobs, and transportation facilities that stopped operating.
Scripts	In this section, the author only emphasizes the Why and How.
Thematic	Details of the news were highlighted more on the damage that occurred and the initial assistance plan carried out by the President by building 1000 earthquake resistant houses.
Rhetorical	Emphasis on the words "Pastikan" and "Terjangkit Penyakit" in bold illustrates that the President not only focused on building houses, but also on victims who began to contract various types of diseases.

This news theme emphasizes the efforts made by the President not to be highlighted in this news. This can be seen in the lead is written as follows.

Untuk tahap awal, pembangunan 1.000 rumah tahan gempa akan didampingi pemerintah pusat. Dari sisi dampak ekonomi, semua pelaku pariwisata terdampak gempa. (Ilo, Sya, Rul, & Ina, 2018)

Meanwhile, in the script section the author highlighted the How section, which is the steps taken by the President in meeting the needs of the refugees. In this news, it was explained how the President made direct visits to areas affected by natural disasters as well as meetings conducted by the President and the Governor of NTB regarding disaster management. In addition, the President has also ordered the Minister of PUPR to distribute clean water in refugee posts to help refugees in fulfilling clean water.

In terms of thematics, this news consists of ten paragraphs that have been arranged in a cohesive and coherent manner so that the reader will be easy to read the news. This news is also fairly clear with what steps are taken by the government in overcoming the disaster. In addition, this news also explained the details of the number of victims in terms of minor injuries to death. The losses suffered by the earthquake are also clearly explained. In addition, this news also explains tourism actors who suffered losses from the disaster.

In rhetorical terms, the author does not use photos in the news. It's just that, the writer uses the sentence that is emphasized on one thing. As in the word "contracting the disease" which is boldly explained, the government also treats and provides clean water for the health of the refugees. In addition, the author also explained that the impact of the earthquake was not only felt by the refugees. However, this disaster also has an impact on economic sustainability in Lombok as tourism actors in Lombok cannot operate and many tour guides lose their jobs. This is explained in the following sentence.

> Sementara berdasarkan data BNPB, korban meninggal 436 orang, 783 orang mengalami luka berat, 570 orang mengalami luka ringan, dan 352.793 orang mengungsi. Kerugian lebih dari Rp 5 triliun. Semua pelaku pariwisata terdampak, mulai dari hotel yang sepi karena ketiadaan wisatawan, pemandu wisata yang kehilangan pekerjaan, hingga sarana transportasi yang berhenti beroperasi. (Ilo, Sya, Rul, & Ina, 2018)

The researcher interpreted the whole news "President Ensure Help", the news framing was the attitude taken by the president in resolving these issues. The news explained the assistance taken by the President by building 1000 earthquake resistant houses as the initial stage in rebuilding the city in Lombok. In addition, this news also illustrates the attitude of the President who cares for victims who have begun to contract various types of diseases.

CONCLUSION

Based on the analysis above, it can be concluded that the two news have different styles of news delivery. The Pikiran Rakyat newspaper in compiling an existing fact does not focus on the President's figure in responding to a disaster, but rather emphasizes how the losses caused by the event. The script structure emphasizes the How aspect. The thematic structure in this news tells more about the number of victims and the damage that occurred. In the rhetorical structure, it emphasizes how difficult the terrain must be in channeling aid to the victims. This is different from the news written by the Kompas newspaper. The preparation of the facts carried out by this newspaper further highlighted the figure of the President who went down to

directly monitor the location and real efforts made by the President in helping the victims. The script structure emphasizes the aspects of Why and How. The thematic structure in this news tells more about the President's program in helping victims by building 1,000 earthquake-resistant houses. In addition, the rhetorical aspect emphasizes the program of 1000 earthquake-resistant houses declared by the President and the health conditions of the victims at this time.

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