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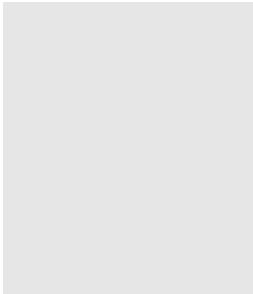
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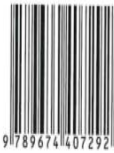
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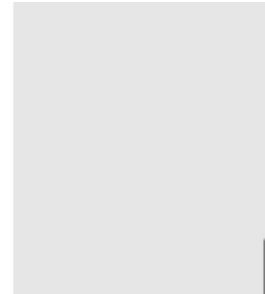
e- ISBN 978-967-440-729-2



eISBN 978-967-440-729-2



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Diterbitkan oleh:
Faculty of Leadership and Management, Universiti Sains Islam Malaysia
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Negeri Sembilan

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Trends framing News coverage of the 2019 Indonesian Presidential Election Campaign in Indonesian Online News Portals

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ABSTRACT

Media plays an important role to select some aspects of certain issues and make them more prominent both in printed media and online media portals news texts. The 2019 Indonesian presidential election contains many controversial issues reported by Indonesian mainstream online media portals. This study aims to investigate the news coverage of the 2019 Indonesian Presidential Election campaign, mainly from the tone of Indonesian online news portals such as whether the tone of news is positive, negative, Balanced or neutral. Besides, this paper also highlights the dominant trends framing the 2019 Indonesian presidential election campaign. A qualitative framing analysis of 665 elections stories have been employed from eight Indonesian Online News Portals comprising *Republika Online.co.id*, *Kompas.com*, *JPNN.com*, *VIVAnews.com*, *BeritaSatu.com*, *SINDOnews.com*, *Liputan6.com*, and *Media Indonesia.com* during the campaign period from September 13, 2018, until April 13, 2019. The article demonstrates that generally, the news and news title directions of the online media portal was positive, but only the JPNN is dominant in the negative news direction. In addition, the overall directions of online media news regarding Presidential Candidates and Vice Presidential candidates are positive. Not only that, in general, the dominant news frame about the 2019 Indonesian presidential election campaign in online media portals is a moral frame such as in *Republika.co.id*, *SINDOnews.com*, *Kompas.com*, *Liputan6.com*, *Berita Satu. com*, *JPNN .com*, and *Media Indonesia.com*, but separately *VIVAnews.com* is also more dominant in the conflict frame.

Key Words: framing, presidential election, online news portals

1. INTRODUCTION

A news coverage of Indonesian presidential election campaign is still one of interesting issues in media studies done by worldwide scholars. In Indonesia, the 2019 Indonesian presidential election campaign has become huge issues in both of conventional media and online media portals. In addition, during the campaign period, both of conventional media and online media portals have reported Indonesian presidential election stories from various approaches and techniques, including from the aspect of media framing. Media framing is one of media devices and strategies to influence the audiences (Entman 1993; Scheufele & Tewksbury 2006) including the issues of presidential election campaign.

It is well known from a number of studies have conducted by famous scholars related to framing presidential elections. Ukonu and Ajaero (2017) conducted a content analysis study on *Framing of The Guardian, the Sun, The Nation and Vanguard newspapers* in the December 2014-March issue period, about the incumbent President and Challenger in Nigeria in the Presidential Election 2015 to determine how the news is organized and the framing patterns in their reports. the study found that the 2015 presidential election was adequately reported by the media, but its content was more focused on the personality of the candidates than highlighting other issues. Then, Nwofe (2015) using a content analysis method for six online media networks, namely *Sahara Reporters, Premium Times, Punch, Sun, Nation, and Vanguard Newspapers* between 1 January - 31 May 2015 measures how the frame of news that triggers conflict, is a pessimistic center, or reflect inability or describe negativity towards politicians, or institutions during coverage of the 2015 Nigerian presidential election. The results of this study indicate that the tone and content of coverage of the 2015 Nigerian presidential election are openly negative, driven by conflict, reflecting incompetence because it is dominant and offers pessimistic views or negative depictions of political actors.

In addition, Bedingfield and Ansari (2014) investigated Mitt Romney's framing of 466 news articles randomly selected from 970 total news articles from the three largest newspapers in the State of Ohio, *The Plain Dealer* (Cleveland), *The Columbus Dispatch*, and *The Dayton Daily News* regarding the 2012 presidential election. The results of the study show partial support for this claim by revealing an increase in the use of negative media frames after the attacks began. In particular, framing Romney as "vulture capitalists" increased significantly during Obama's frame building efforts. The same as Ireri (2014) examines the framing of newspapers from four countries about racial issues specifically about the identity of Barack Obama in the 2008 presidential election. This study was conducted using a content analysis method for *the New York Times* (US), *Times* (United Kingdom), *China Daily* (China) and *Daily Nation* (Kenya). The study found that the 'Kenyan descent' frame (Kenyan roots) was the most prominent racial frame, followed by the 'black people' frame. Overall, Obama received more positive than negative coverage across all racial frames depicted in four newspapers. Mc Menamin, et.al. (2013) study the Commercialism and Framing of Elections. Analysis of the Twelfth of Newspapers in Ireland at the 2011 General Election. Content analysis was carried out on the coverage of twelve newspapers about the 2011 general election in Ireland. The results of the study showed that there was no homogeneous electoral frame in Ireland. Frame variations in Irish newspapers are far greater. In addition, the differences in the commercial status of newspapers were not found to be related to the main frames in General Election coverage, but after the development of a new measuring instrument that considers the overall superiority of Election coverage in the Newspapers. On the whole, various issues highlighted in previous studies such as personality, identity, and type of nature of the news frame direction. In principle, the results of research generally state that the media are in a neutral position.

However, the 2019 Indonesian presidential election campaign has unique issues compared to others. The involvement of media owners as affiliates of the political contestants is the involvement of media owners in supporting each presidential and vice-presidential candidate. Like Jokowi and Mak'ruf Amin, they are supported by Surya Paloh, owner of *Media Indonesia*, Hary Tanoesoedibjo, owner of *SINDOnews*. Meanwhile, Prabowo and Sandiaga Uno were supported by Dahlan Iskan, the owner of *JPNN*. Theoretically, Dunaway (2008) stated that, in the media industry, media ownership affects the quality of information on political news coverage. Because of this, the question is how the media frame the coverage of the 2019 Indonesian Presidential Election Campaign News in the Indonesian Online News Portal?

2. FRAMING THEORY

Philosophically, the idea of framing for the first time appeared in the 1950s through Bateson in his work "*Steps to an ecology of mind*", the first book of 1972 and followed in the second edition in 1987 (Goffman 1974; Dezin and Keller 1981; Broecker et al. 2007). Later, Tuchman (1978), was one of the first scholars to introduce the concept of the frame in the 'news is the window of the world', and he added that "news is meant to tell us what we want to know, to know, and to know". Then, principally framing can be seen from a variety of perspectives, for example: aspects of strips of behavior, storyline, attempts to classify, organize and interpret social life experiences, and the selection and salience of certain part of reality rather than various realities others in events (Reese 2001; Pan and Kosicki 1993; Entman 1993; Gamson and Modigliani 1989; Goffman 1974). In this study, framing is an attempt to choose a certain reality from various aspects of the reality of an event that can be accepted to make them more salient and have meaning.

3. METHOD

The data of this study were obtained using purposive sampling technique which refers to the specified criteria (Moleong 2007) which based on the four functions of framing analysis outlined by Entman (1993:52), namely define problems –determine what a causal agent is doing with what costs and benefits, usually measured in terms of common cultural values; diagnose causes– identify the forces creating the problem; make moral judgments –evaluate causal agents and their effects; suggest remedies – offer and justify treatments for the problems and predict their likely effect. In reference to the sampling technique and four functions of framing analysis mentioned above, then the process of selecting study materials as follows: 1) Design of Study Material. Researchers do not specify in advance the selected study material regarding the news of the 2019 Indonesian Presidential Election on the national online news portals. 2) Selection of study materials in sequence. Researchers identified and select study material on the news of the 2019 Indonesian Presidential Election in sequence, following the four functions of framing analysis (Entman, 1993) and also referring to the news publication date, 23 September 2018 - 13 April 2019. 3) Continual adjustment of the evaluation material. The researchers identified and choose study material by ensuring that every news of the 2019 Indonesian Presidential Election chosen must have continuity in news content that refers to the characterization of study material based on the four functions of framing analysis (Entman, 1993). 4) The selection ends if repetition occurs. The researcher stops identifying and selecting study material regarding the news of the 2019 Indonesian Presidential Election needed as study material if it is found to have applied a repeat of the notice regarding the required study material. A qualitative framing analysis was conducted to analyze a total of 665 news stories of the 2019

Indonesian presidential election campaign in eight Indonesian online news, where *JPNN.com* had the most stories (n=420), followed by *Media Indonesia.com* (n=53), *Republika Online.co.id*, (n=48), *Kompas.com* (n=35), *SINDOnews.com* (n=32), *Liputan6.com* (n=29), *BeritaSatu.com* (n=25), and *VIVAnews.com* (n=23). The whole stories of Indonesian presidential election campaign were collected in period September 23, 2018 until April 13, 2019.

4. RESULTS AND DISCUSSION

The table I below explains that the whole media consists of eight online media news that leads to positive directions 347 (52.2%), negative 186 (28.0%), neutral 79 (11.9%) and Balanced 53 (8.0%). In the fourth direction of the news, the dominant direction leads to positive news by 347 (52.2%). Each direction of positive news online media includes *Kompas.com* 28 (80.0%), *SINDOnews.com* 24 (75.0%), *Liputan6.com* 21 (72.4%), *Republika.co.id* 32 (66.7%), *Vivanews.com* 28 (56.5%), *Media Indonesia.com* 28 (52.8%). and *Berta Satu.com* 11 (44.0%). While the dominant news heading in the balanced direction is *JPNN.com* 51 (12.1%).

Table.1 Cross Tabulation between Online Media and News Direction

Online Media	News Directions								Total	
	Positive		Negative		Neutral		Balanced		N	%
Republika.co.id	32	66.7%	14	29.2%	2	4.2%	0	0.0%	48	100.0%
Kompas.com	28	80.0%	0	0.0%	7	20.0%	0	0.0%	35	100.0%
JPNN.com	190	45.2%	137	32.6%	42	10.0%	51	12.1%	420	100.0%
VIVAnews.com	13	56.5%	8	34.8%	2	8.7%	0	0.0%	23	100.0%
Berita Satu.com	11	44.0%	8	32.0%	6	24.0%	0	0.0%	25	100.0%
SINDOnews.com	24	75.0%	7	21.9%	1	3.1%	0	0.0%	32	100.0%
Liputan6.com	21	72.4%	0	0.0%	8	27.6%	0	0.0%	29	100.0%
Media Indonesia.com	28	52.8%	12	22.6%	11	20.8%	2	3.8%	53	100.0%
Total	347	52.2%	186	28.0%	79	11.9%	53	8.0%	665	100.0%

From table 2 below, describing eight online news media, that the direction of the title is positive 358 (53.8%), negative 204 (30.7%), neutral 76 (11.4%), and 27 (4.1%). Of the four directions, the dominant news title leads to positive territory. Each direction of positive news titles in online media includes *VIVAnews.com* 20 (87.0%), *Kompas.com* 30 (85.7%), *Liputan6.com* 20 (69.0%), *SINDOnews.com* 22 (68.8%), *Republika.co.id* 29 (60.4%), *Media Indonesia.com* 28 (52.8%), *Berita Satu.com* 12 (48.0%). While the dominant news title in a Balanced direction is *JPNN.com* 6.0% (420).

Table. 2 Cross Tabulation between Online Media and Direction of News Title

Online Media	Direction of News Title								Total	
	Positive		Negative		Neutral		Balanced		N	%
	N	%	N	%	N	%	N	%		
Republika.co.id	29	60.4%	17	35.4%	2	4.2%	0	0.0%	48	100.0%
Kompas.com	30	85.7%	3	8.6%	2	5.7%	0	0.0%	35	100.0%
JPNN.com	197	46.9%	145	34.5%	53	12.6%	25	6.0%	420	100.0%
VIVAnews.com	20	87.0%	2	8.7%	1	4.3%	0	0.0%	23	100.0%
Berita Satu.com	12	48.0%	8	32.0%	5	20.0%	0	0.0%	25	100.0%
SINDOnews.com	22	68.8%	9	28.1%	1	3.1%	0	0.0%	32	100.0%
Liputan6.com	20	69.0%	8	27.6%	1	3.4%	0	0.0%	29	100.0%
Media Indonesia.com	28	52.8%	12	22.6%	11	20.8%	2	3.8%	53	100.0%
Total	358	53.8%	204	30.7%	76	11.4%	27	4.1%	665	100.0%

Table 3 below explains that all online media related to news related to Presidential and Vice President Candidates are dominant leading to positive news 347 (52.2%). Each positive direction of news related to the Presidential and Vice Presidential Candidates from highest to lowest is related to Jokowi and Ma'ruf Amin 115 (69.7%), News related to Prabowo and Sandiaga Uno 51 (49.5%), News related to both the Presidential and Vice Presidential candidates 96 (45.3%) and News is not related to both the Presidential and Vice Presidential candidates 85 (45.9%).

Table. 3 Cross Tabulation between News about Presidential Candidates and Vice Presidential Candidates and News Direction

News Coverage of Presidential Candidates and Vice Presidential Candidates	News Directions								Total	
	Positive		Negative		Neutral		Balanced		N	%
	N	%	N	%	N	%	N	%		
News related to Jokowi and Ma'ruf Amin	115	69.7%	30	18.2%	18	10.9%	2	1.2%	165	100.0%
News Related to Prabowo and Sandiaga Uno	51	49.5%	39	37.9%	9	8.7%	4	3.9%	103	100.0%
News related to both the Presidential and Vice President	96	45.3%	55	25.9%	22	10.4%	39	18.4%	212	100.0%
News is not related to both the Presidential and Vice Presidential candidates	85	45.9%	62	33.5%	30	16.2%	8	4.3%	185	100.0%
Total	347	52.2%	186	28.0%	79	11.9%	53	8.0%	665	100.0%

From table 4 below, it can be seen that the overall dominant frame of news towards the direction of news is mostly in the positive direction of 347 (52.2%). Each dominant frame of news is positive direction such as responsibility 46 (68.7%), moral frame 158 (65.8%), and human interest 107 (56.9%). There are two dominant news frames with a negative direction, namely conflict 105 (64.8%) and economic consequences 3 (37.5%). At the same time, the direction of the economic consequences frame also contains neutral direction 3 (37.5%).

Table. 4 Cross Tabulation between Dominant News Frame and news direction

News Frame	News Direction								Total	
	Positive		Negative		Neutral		Balanced		N	%
	N	%	N	%	N	%	N	%		
Conflict	34	21.0%	105	64.8%	21	13.0%	2	1.2%	162	100.0%
Human interest	107	56.9%	20	10.6%	24	12.8%	37	19.7%	188	100.0%
Economic consequences	2	25.0%	3	37.5%	3	37.5%	37	0.0%	8	100.0%
Responsibility	46	68.7%	11	16.4%	10	14.9%	0	0.0%	67	100.0%
Moral	158	65.8%	47	19.6%	21	8.8%	14	5.8%	240	100.0%
Total	347	52.2%	186	28.0%	79	11.9%	53	8.0%	665	100.0%

Table 5 below reveals that from the eight online media news, the most dominant thematic news frame is moral 240 (36.1%), human interest 188 (28.3%), conflict 162 (24.4%), accountability 67 (10.1%), and economic consequences 8 (1.2%). Each with regard to morals is listed on online media, namely *Republika.co.id*. 31 (64.6%), *SINDOnews.com* 16 (50.0%), *Kompas.com* 15 (42.9%), *Liputan6.com* 11 (37.9%), *Berita Satu.com* 9 (36.0%), *JPNN.com* 142 (33.8%), *Media Indonesia.com* 16 (30.2%). While only *VIVAnews.com* 0 (0.0%) did not frame any thematic morals.

Table. 5. Cross Tabulation between Online Media and News Frames

Online Media	News Frame										Total	
	Conflict		Human Interest		Economic Consequences		Responsibility		Moral		N	%
	N	%	N	%	N	%	N	%	N	%		
Republika.co.id	16	33.3%	0	0.0%	0	0.0%	1	2.1%	31	64.6%	48	100.0%
Kompas.com	6	17.1%	1	2.9%	0	0.0%	13	37.1%	15	42.9%	35	100.0%
JPNN.com	100	23.8%	146	34.8%	6	1.4%	26	6.2%	142	33.8%	420	100.0%
VIVAnews.com	13	56.5%	5	21.7%	0	0.0%	5	21.7%	0	0.0%	23	100.0%
Berita Satu.com	6	24.0%	6	24.0%	0	0.0%	4	16.0%	9	36.0%	25	100.0%
SINDOnews.com	13	40.6%	1	3.1%	1	3.1%	1	3.1%	16	50.0%	32	100.0%
Liputan6.com	7	24.1%	1	3.4%	0	0.0%	10	34.5%	11	37.9%	29	100.0%
Media Indonesia.com	1	1.9%	28	52.8%	1	1.9%	7	13.2%	16	30.2%	53	100.0%
Total	162	24.4%	188	28.3%	8	1.2%	67	10.1%	240	36.1%	665	100.0%

5. CONCLUSION

Dominantly, news and news title direction about the Indonesian presidential election on the eight online media portals such as *Kompas.com*, *SINDOnews.com*, *Liputan6.com*, *Republika.co.id*, *Vivanews.com*, *Media Indonesia*, *JPNN.com* and *Berita Satu.com* are positive. Each of them is news direction is 52.2% and the direction of the news title is 53.8%. Then, overall, online media news related to the news of presidential and vice-presidential candidates is dominantly directed towards positive news. 52.2%.

Overall the direction of the dominant frame of news about the presidential election is a positive direction (52.2%). However, the dominant frame of news is positive direction such as responsibility frame, moral frame, and human interest frame. While, conflict frame is negative and the economic consequences frame is neutral. Those research findings are the same as the result of previous research done by Nwofe (2015) and Mc Menamin, et.al. (2013) in terms of news directions of presidential election campaign. Not only that, of the eight online media portals, the dominant frame of news about the presidential election is the moral frame 36.1% in *Republika.co.id*, *SINDOnews.com*, *Kompas.com*, *Liputan6.com*, *Berita Satu.com*, *JPNN.com*, *Media Indonesia.com* and *VIVAnews.com* but separately *VIVAnews.com* is more dominant in conflict frames.

6. ACKNOWLEDGEMENTS

This research has been sponsored by the 2019 internal project program of the research and community service, Universitas Islam Riau, Indonesia. Project code number: 686/KONTRAK/LPPM-UIR/5-2019.

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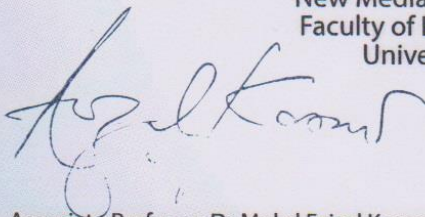
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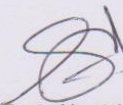
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