THE THIN LINE BETWEEN FUNNY AND DISRESPECTFUL: MEDIA FRAMING ON PRABOWO'S "BOYOLALI FACE" REMARK

Fikry Zahria Emeraldien [1,2*], Rahma Sugihartati [1], Kinanti Resmi Hayati[3]

[1]Universitas Airlangga, Indonesia

[2]Universitas Islam Negeri Sunan Ampel Surabaya, Indonesia

[3]Universitas Pembangunan Nasional "Veteran", Indonesia

*e-mail: fikry.zahria.emeraldien-2019@fisip.unair.ac.id

Abstrak
Pemilihan Presiden Indonesia 2019 merupakan proses demokratis untuk memilih Presiden dan Wakil Presiden Republik Indonesia periode 2019-2024. Sebelum pemilu digelar, media massa di Indonesia gencar-gencarnya memberitakan tentang calon presiden, yakni Joko Widodo dan Prabowo Subianto Djojohadikusumo. Sebagai pensiunan Letnan Jenderal, Prabowo dikenal sebagai sosok yang nasionalis. Penelitian ini bertujuan untuk mengkaji citra Prabowo menjelang Pemilu 2019 di media cetak versi online. Kami mengkaji dan membandingkan konstruksi citra Prabowo yang dilakukan oleh Tempo.co dan Republika.co.id. Kami menyeleksi berita yang dimuat di Tempo dan Republika versi online dari tanggal 4 hingga 5 November 2019. Penelitian ini menggunakan metode framing kualitatif oleh Entman untuk menjawab bagaimana konstruksi citra yang dilakukan oleh media massa. Hasil penelitian menunjukkan bahwa terdapat perbedaan konstruksi yang dilakukan oleh kedua media tersebut. Jika Tempo cenderung mengkonstruksikan citra Prabowo sebagai tidak sopan, Republika cenderung mengkonstruksi citra Prabowo sebagai lucunya terkait Ucapan "Wajah Boyolali" Prabowo. Kesimpulan dari penelitian ini adalah terdapat perbedaan antara media massa *mainstream* dan media massa Islam dalam mengkonstruksi citra Prabowo melalui pemberitaannya. Perbedaan citra yang dikonstruksi oleh kedua media tersebut menunjukkan bahwa konstruksi berita atau *framing* berita tidak dapat dihindari dalam dunia jurnalistik.

Kata kunci: Pemilihan Presiden Indonesia; Pembingkaian; Konstruksi *Image*

Abstract
The 2019 Indonesian Presidential Election is a democratic process for electing the President and Vice President of the Republic of Indonesia for the 2019-2024 period. Before the election was held, Indonesia's mass media was incessantly publishing news about presidential candidates, namely Joko Widodo and Prabowo Subianto Djojohadikusumo. As a retired army lieutenant general, Prabowo is known as a nationalist figure. This research aims to study Prabowo's image just before the 2019 Election in the online version of print media. We examine and compare the construction of Prabowo's image carried out by Tempo.co and Republika.co.id. We purposively select news published in Tempo and Republika online version from 4 to 5 November 2019. This research uses the qualitatively framing method by Entman to answer how the mass media carry out image construction. Results indicate that both media carry out a difference between construction. If Tempo tends to construct Prabowo's image as disrespectful, Republika tends to construct Prabowo's image as funny regarding Prabowo's "Boyolali Face" Remark. This study concludes that there are differences between the mainstream mass media and Islamic mass media in constructing Prabowo's

image through their news. The different images constructed by the two media indicate that news construction or news framing is inevitable in the journalism field.

Keywords: Indonesian Presidential Election; Framing; Image Construction

INTRODUCTION

"Whoever controls the media, controls the mind." - Jim Morrison.

The 2019 presidential election became a hot topic of conversation among all members of Indonesian community, either in a formal discussion forum or simply a casual talk at the coffeeshop. The five-year event received a lot of attention because it brought together the incumbent Joko Widodo and former general Prabowo Subianto into presidential candidacy. Having only two candidates fighting for the presidential role, it was inevitable that the community was divided into two groups. Political polarization has become more apparent since the campaign period began on September 23, 2018. The two parties did their best attracting sympathy and garnering support, such that every action done by the candidates was put under public scrutiny. No wonder, even the smallest mistake can become a destructive blunder if not addressed promptly.

The success of an election can never be separated from the role of media during the process. In today's heavily digitized era, news and information can be easily searched and found on the internet. The proliferation of smartphones and increasingly widespread wireless network have made news easily distributed to the public, even those in remote villages. This is where online news media play an important role in spreading the latest and updated information related to the presidential election and campaign activities.

More than a means of disseminating information, it is no secret that media holds a crucial function in the formation of public opinion towards certain issues or figures. In some cases, perspectives presented by the media are perceived as facts and truths in the society. While it is true that media are required to be neutral and objective in delivering the news, media bias is often apparent because the editorial's subjectivity can affect the process of narrative delivery. In delivering certain information, whether intentional or not, media uses their own perspective and point of view. This is where framing theory comes into play.

In communication studies, framing is an analytical method that puts forward a multidisciplinary perspective to analyze phenomena or communication activities. In a communication perspective, framing analysis is used to dissect the way or ideology of the mass media when constructing facts. This analysis examines the selection, highlighting, and linking facts of the facts in the news to make it more meaningful, interesting, and more memorable to the public so that interpretations captured the audience is the same as the perspective conveyed by the mass media (Aniatsari, Muhaemin, & Eif Saiful Amin Dang, 2018). Different construction patterns will cause differences in how events are understood by the media. If this frame pattern is applied to assess news in the mass media, then it will be seen how frame can produce different tendencies for reporting (As'ari, 2016).

Framing analysis is a study commonly used by researchers, whether it is in linguistic studies, in communication studies, or in the study of journalism. As'ari

(2016) in his communication science research used framing theory to analyze mass media coverage of local elections (Pilkada) in East Kalimantan (Kaltim). Zhongdang Pan and Gerald M. Kosicki's framing theory was used and findings revealed that subjectivity in reporting was unavoidable by the mass media.

Another study by Anggoro (2019) used framing theory to analyze how two news broadcasting in Indonesia frame and deliver reports of the 2014 presidential election. By using Robert N. Entman's framing analysis approach, the researcher identified the use of television for political purposes to achieve power. The research showed there are partiality conducted by two news broadcasting towards the presidential and vice-presidential candidates nominated in the 2014 presidential election (Anggoro, 2019). Here, framing analysis is used to examine politics and media power.

Meanwhile, in journalism, framing analysis is carried out in a joint research by Aniatsari, Muhaemin, & Eif Saiful Amin Dang (2018) to find out about FPI and GMBI conflict reporting in print media. Using Entman model, the researchers conducted an analysis of news framing that included defining problems, diagnosing causes, making moral judgment, and treatment recommendations. For the results, it can be concluded that each print media has different tendencies in narrating the FPI and GMBI conflict. In essence, the media shape facts and public opinion in society through their articles (Saputra, Syahputra, & Setyo, 2020; Setiawan & Daisy adela, 2020).

Among the studies that use framing analysis, there is one common thread - finding out about politics and media power. However, news related to the 2019 presidential election are still rarely examined despite its popularity. Joko Widodo, now serving a second term as the president of Indonesia, was competing against Prabowo Subianto, former general who had been running for presidency twice. The later figure was phenomenal due to his determination to strive for presidential chair. As stated earlier, media pays detailed scrutiny on each of presidential candidates' moves, including Prabowo. Owing to this reason, we intend to examine how media construct their news coverage regarding Prabowo's *'tampang boyolali'* (Boyolali face) remark during presidential campaign.

What makes this research different from others is the selection of research objects, which are news published in the online version of print media in Indonesia. With media convergence, every important story gets told across multiple media platforms (Jenkins, 2006). One way is by the existence of online news portals which are the online versions of print media. The existence of media convergence makes borders in the media and communication technology vague or almost non-existent. Therefore, besides making it easier to find data, taking samples from the online media is significant.

Based on the background that has been described, we intend to conduct research with the following research questions: how Tempo and Republika construct Prabowo's image during the 2019 Presidential Election campaign. In accordance with the journalistic code of ethics, mass media should be independent in reporting. However, based on the results of previous studies, media bias is real as they tend to side with one party. Based on these findings, we have a hypothesis that Tempo.co and Republika.co.id also tend to report differently from one another. To prove it, we conducted framing analysis with the aim of comparing the Prabowo image represented and constructed by each news portal.

METHOD

The main object of the research is framing in media coverage related to Prabowo's *'Boyolali Face'* remark as

depicted on two online media. It analyzes how Republika.co.id and Tempo.id delivered news and information on this issue. The research uses Qualitative method to analyze the data. Qualitative method is used to gain deep information from the underlying reasons, motivations and opinions. It is also used to collect data for the research and find out the result of the research.

In a qualitative research, researcher's interpretation towards particular object is based on what they see, hear and understand. It is impossible to distinguish their background, history, context and prior understanding because each people have their own worldview. When a research report has been issued, both readers and participants can have their own interpretation towards the same issue. In the end, multiple views of the problem can emerge (Creswell, 2009). Qualitative approach is appropriate method to conduct socio-cultural research because it deals with social condition.

This research uses qualitative research to collect the data, process the data, and analyze the data to find out the result. There are three steps in conducting this research using qualitative method: data collection, data organization, and data analysis. Data collection is collecting or finding the data by searching them in online or print media, library or bookstore. The primary data are news related to Prabowo's *'Boyolali Face'* remark published on Republika.co.id and Tempo.co. while secondary data are retrieved from academic journals, newspaper, magazine etc. Data organization is to classify the data into some clusters that differentiate one data to another. Data analysis is analyzing the data by using some theories and approaches and applying them to the primary data. Secondary data is used to support the analysis of the research.

More specifically, this study uses Robert Entman's framing analysis as a guide in examining texts. Framing has the purpose of defining problems, diagnosing causes, making moral judgments about actions, and suggesting remedies (Entman, 1993). The object of this research is the political news text about the speech of one of the candidates in the 2019 Indonesian presidential election, namely Prabowo, who briefly discussed "Boyolali's face". The data taken are news published during the campaign period of the Indonesian Presidential Election, precisely on 4 November 2018 and 5 November 2018. These dates are chosen because it was the time when media were intensively reporting on Prabowo's remarks. The data obtained will then be processed and translated into certain units using the Robert Entman framing analysis.

RESULTS AND DISCUSSION

In this research, we analyze news published on Tempo.co and Republika.co.id. Two articles from each portal are observed, which cover the news related to 'Boyolali face' remark that was uttered by Prabowo in a campaign speech in the district. Tempo.co is an online news site that was formerly called Tempo Interactive. Born in 1996, Tempo.co was founded by Yusril Djalinus and Toriq Hadad who are now the main directors. As an online journalistic media, it is part of the Tempo Media group, PT Info Media Digital. This online news portal is known as a quality news organization, shown by the awards it gets. One of them was to the world champion in the media hackathon competition organized by the Global Editors Network association in Vienna, Austria, June 17, 2016. Meanwhile, Republika.co.id (or called ROL) was first launched on 17 August 1995 or two years after the Republika Daily was published. ROL is a news portal that presents information in the form of text, audio and video. The editor in chief is Irfan Junaidi. In addition to presenting information, ROL also houses various communities.

Table 1. Title of news

No	Title	Media
1.	Ribuan Orang Protes Candaan Prabowo Soal Tampang Boyolali	Tempo.co (4 November 2018)
2.	Tampang Boyolali; di Antara Dugaan Politisasi dan Gurauan Prabowo	Tempo.co (5 November 2018)
3.	BPN Klarifikasi Soal Pidato Prabowo 'Tampang Boyolali'	Republika.co.id (4 November 2018)
4.	Tampang Boyolali, Ejekan atau Candaan?	Republika.co.id (4 November 2018)

Define Problem

According to Entman, framing analysis in the news is done in four ways, the first is defining problems (Eriyanto, 2011). This element emphasized how events are understood by journalists. When there is a problem or event, the step of defining problems identify how the event or issue is understood. The same event can be understood differently by different journalists because they see it through different lenses. For example, Prabowo's remark regarding 'Boyolali Face' during his campaign could be interpreted into many perspectives. Some parties might perceive the remark simply as a joke that means no harm, it even shows the humorous side of Prabowo. But some others might take it seriously and see it as a form of mockery that ridiculed and discriminated certain group of people. Even further, those who do not like Prabowo might also interpret this remark as a degrading provocation.

On November 4, 2018, Tempo.co published an article titled *"Ribuan Orang Protes Candaan Prabowo Soal Tampang Boyolali"* (Thousands of People Protested Prabowo Regarding Boyolali Face). From the title, it is obvious that the focus was on the mass protest carried out by Boyolali residents who might have been offended by the remark uttered by presidential candidate Prabowo during his campaign speech. Despite not stating the exact number of people gathering in the protest, Tempo.co put "thousands" in the article title so that readers will get an impression that many people in Boyolali were upset and offended by Prabowo's remarks. Therefore, it was no surprise that these people take to the streets to express their disappointment.

After posting a quite provoking article, on the following day (November 5, 2018) Tempo.co published a new article still related to the topic, but this time using a more careful title, namely '*Tampang Boyolali; di Antara Dugaan Politisasi dan Gurauan Prabowo*' (Boyolali Face; between the Alleged Politicization and Prabowo's Joke). Unlike the previous title that had negative tone towards the issue, this title invited readers to question whether Prabowo's remark during an oration was merely a joke made spontaneously or a phrase that contained a political value. In this point, Tempo worked carefully in invoking reader's opinion because it used the term "alleged politicization". These words have subtle implications that there are people who dispute over Prabowo's words.

On the other hand, news coverage on the same topic was also published by Republika.co.id. On November 4, 2018, an article entitled *'BPN Klarifikasi Soal Pidato Prabowo 'Tampang Boyolali''* (BPN Clarifies Prabowo Speech 'Boyolali Face') was live on Republika. As can be seen, the title focused on the statement made by BPN (National Land Agency) which clarified and explained what Prabowo intended to say during his speech. The use of word 'clarifies' here had a positive tone, as if assuring readers that this topic should not be exaggerated. The next day, on November 5, 2018, similar to what Tempo did, Republika produced an article with a more concise title, namely '*Tampang Boyolali, Ejekan atau Candaan?*' (Boyolali Face, Ridicule or Joke?). The selection of this title invited the reader to reflect on Probowo's remark. Different from Tempo's article which is more subtle by using the term "alleged politicization", in this article Republika uses "ridicule". This meant that Republika did not

ignore the fact that many parties might translate Prabowo's remark negatively and they want to discuss about this matter openly.

At this point, we can see a contrasting perspective in the problem definition between Tempo and Republika. Even though their articles were uploaded on the same day and at almost the same time, Tempo seemed to position Prabowo as the one who did something wrong. Meanwhile, Republika tend to do the opposite by using more neutral wordings.

Diagnose Causes

This second element of framing theory is used to find out the subject or actor of an event. How media see and understand an event can determine how they perceive what and who the source of the problem is. In this research, the step of diagnosing cause can be seen from Tempo and Republika's articles lead or first paragraph. In Tempo's article uploaded on November 4, it was stated, *"Thousands of people who are members of the Boyolali Dignified Forum take action to the streets of Boyolali..."*. The sentence explained who, where and when the protests related to Boyolali's face took place. In this sentence there was a phrase, *"strongly protested the speech"* which gave an impression that local people were so enraged towards Prabowo's remark, such that the protests were held at five different places in the region. From this lead sentence, we can see that Tempo would like to portray Prabowo as an actor considered as the source of the problem.

Interestingly, on the following day, Tempo used leads with neutral sentences on the November 5 news. It was stated, *"Video footage of Prabowo Subianto's speech mentioning Boyolali Face in front of his supporters went viral on social media...".* The opening sentence emphasized why the issue was important to be discussed, as it can be seen from the use of word 'viral' which refers to something that is circulated rapidly on the internet. When something goes viral, the issue easily becomes public consumption that might be worth discussed by all groups, regardless of the urgency of the topic. Here, Tempo also used the term *"video footage"* which has a neutral tone, meaning that they did not judge Prabowo's speech in general. This neutral tone is supported by the next sentence which pointed out the pros and cons around the issue of Boyolali Face. Some people considered the remark as offensive, while Prabowo's supporters believed the expression was a mere form of joke. Tempo's article also quoted some comments from BPN figures and politicians who said that there was nothing wrong with Prabowo's words. Instead, this case was only politicized by those who want to ruin the presidential candidate's image in front of people in the region.

In an article published by Republika on November 4, the article opened with a quote from the BPN spokesman, Sriyanto. He expressed a refutation towards the allegation that Prabowo had insulted the people in Boyolali. Republika wrote it as follows, *"Spokesperson for the National Winning Agency (BPN) Prabowo-Sandi of the Central Java region, Sriyanto Saputro dismissed the accusation..."* Further, the article explained that according to Sriyanto, there were people who deliberately cut the video of Prabowo's speech for a specific purpose. In this point, we can see Republika aimed to portray the issue over Boyolali's Face remark as an irresponsible act of someone who wanted to gain some benefits from the ruckus. Given the importance of the first sentence and paragraph in an article, it can be understood that by quoting important figures from certain parties, the media here wanted to underline that the accusation of Boyolali Face as a mockery was not the right thing.

Similar to the pattern used in the previous Tempo article, on November 5 Republika also published new article that presented the pros and cons of Prabowo's utterance. In the opening sentence, it was stated that while some parties considered the remark as a physically offensive sayings,

Prabowo's supporters believed it was a joke which later became politicized. In the next paragraph, Republika quoted comments from party politicians who disputed over Prabowo's words. Then, they also quoted the words of the BPN spokesman coordinator who saw Prabowo's jokes as a joke or a form of intimacy.

Make Moral Judgement

This is a framing element that is used to justify and provide arguments for defining the problems that have been made. After the problem is defined and the cause of the problem has been determined, it takes a strong argument to support the idea. The ideas cited relate to something familiar and known to the audience (Sari, 2012).

In its article Tempo inserted comments from local figures, namely Boyolali Regent Seno Samodro, to show that the protest was reasonable because Boyolali residents were very disappointed over Prabowo's "taunts". The article further added responses from other regional leaders who shared similar message. Among them was coming from Boyolali's Regional House of Representatives Chairperson S. Paryanto, he underlined that local people felt harassed because the word *'tampang'* or face implied a verbal insult. He also stated that the acts of protest were purely coming from community solidarity. Its nature is spontaneous and did not contain any political purposes.

The quotes presented in the article were from two figures coming from the PDIP faction, the party that opposed Prabowo in the 2019 Presidential Election. While there was truth in what was being reported, the selection of news source could be a sign of media bias. Tempo presented Prabowo's words about Boyolali's Face as controversial issue and invited the public to treat and question about the nature of the remark.

Towards the end of Tempo's article on November 5, they recalled the root cause of the mass protest in Boyolali by writing, *"Viral on social media, Prabowo's remarks were responded by protests..."* They mentioned that Boyolali Regent who participated in the action called on his residents not to vote for Prabowo in the coming election. By mentioning this, media indirectly gave moral judgment that the entire Boyolali community has lost respect for Prabowo, which was represented by its regent's attitude who spoke the loudest in response to Prabowo's remark.

Like Tempo's article, Republika also mentioned the protests by Boyolali residents in its news publication. However, there were different points of view that were being used. If Tempo quoted a statement from a PDIP figure, Republika quoted a statement from a Gerindra figure, the party where Prabowo comes from. The opinions that these two figures conveyed have contrasting differences. In the discussion of previous Tempo article, the spokesperson interviewed stated that the protest was initiated purely by community solidarity. However, according to figures interviewed by Republika, there were indications of provocation and mobilization of the people by particular party. This point is indicated in the sentence, *"Sriyanto said that as a result of this provocation, besides Prabowo being reported, on Sunday (11/4) morning people in Boyolali were mobilized ...".* This sentence is an argument to say that the actual problem did not lie in what Prabowo has said, but how certain party has distorted the statement and turned it into something controversial.

Another sentence on Republika's article stated, *"... at that time Prabowo conveyed the conditions of people in the regency who always experience economic injustice".* This statement contained positive tone which confirms that Prabowo's remark on Boyolali appearance was only a joke that was misunderstood by some parties. Here, media wanted to remind that the reason behind this viral case could be owing to a video that has been cut so that the actual meaning shifted. In further argument, Republika also used a heading *"Jokes as a*

form of familiarity" written in bold letters. This shows that media wanted to emphasize which opinion was being highlighted.

Treatment Recommendation

This is the last framing element initiated by Entman. In Tempo's publication, throughout the article readers are often reminded of what events were behind the protests in Boyolali. Some diction refers to Prabowo's words that show negative tones such as 'mocking', 'disappointed', 'harassing', and 'not polite' were being used. Once again, the use of words and phrases shows the tendency of media to convey a message that the Boyolali's Face is a blunder that could offend certain parties. Tempo also directly quoted Prabowo's statement in its article, as follows: *"Because you don't look like rich people. Your look is Boyolali Face. Right? (Tampang kalian tidak tampang orang kaya, tampang-tampang kalian ya tampang orang Boyolali. Betul?)"*

In the final paragraph of the article on November 5, Tempo tried to link the Boyolali face remark with another statement from Prabowo which was also quite problematic. It discussed Prabowo's comment on journalists' salaries, *"Apart from Boyolali look, Prabowo's previous statement also mentioned the salary of journalists who were considered small..."* Even though it has nothing to do with the topic discussed, there must be a reason why Tempo touched on this issue. Indirectly, we get an implied message that oftentimes, Prabowo was not good at putting himself in jest. Overall, this paragraph was closed in an awkward way with no explicit conclusions about the topic on hand, such that in the case of treatment recommendations, readers are expected to draw their own conclusions.

Meanwhile, Republika also reminded its readers about the background of the problem that has triggered the protests in the final two paragraphs of its article. The difference was that while Tempo included a direct quote from Prabowo, Republika only provided a brief preview of Prabowo's statement. The term "liken" in the sentence *"Prabowo likened the look of Boyolali who got discriminated against because..."* also shows how media had a more positive tone to the issue being discussed.

Republika also added comments from social observers who were not bound by party affiliation. This is a good thing as an effort to keep neutral reporting on online media. What is worth noting here is: in the final paragraph of Republika's article on November 5, after inserting comments from experts who have neutral and negative tones on this issue, there were other comments from party politicians who believed that Prabowo did not have bad intention in his "Boyolali Face" remark. Republika wrote it as follows, *"Andi considered that it was not a problem when Prabowo had to apologize to the residents of Boyolali..."* He also added that if Prabowo had to apologize to the Boyolali community, there should be no problem at all. Here, media provided a conclusion or treatment recommendation that even though Prabowo might be innocent, apologizing to the public can be the best way to avoid problems that continue to spiraling.

The results of this study indicate that mass media have different point of view in reporting and delivering particular news. The same event can be interpreted differently by two different media; one sentence pronounced with the same intonation can be interpreted as disrespectful by one media and as funny by another. Mainstream mass media, in this context is Tempo, was more likely to interpret Prabowo's expression during his campaign as something disrespectful. On the other hand, Republika, which was known as Islamic media news (Mahfud, 2014), interpreted Prabowo's expression as funny.

The principle of *"bad news is good news"* is well-known in journalism field (Saidin, 2020). This means that a bad event can be considered as good when it is reported in the news. Oftentimes, bad events can captivate readers while the

positive ones might not be interesting for the public. News headlines about corrupt officials, for example, are more salable than headlines about quality of teaching and learning improvement by teachers in schools.

The same thing happened in the coverage of Prabowo's remark, in which mass media have the option of either reporting this incident from a negative or positive perspective. If the incident is reported in a negative tone, then the media may choose to present "bad news" in their coverage to attract the hearts of readers.

When Tempo chose to report Prabowo's words in a negative tone, it could have been done because it thought that the decision had more news value. Reporting Prabowo in an understanding tone might be an ordinary thing for Tempo because it lacks "bad news". The principle of "bad news is good news" is closely related to the sensation of news. Sensationalism is intended to trigger curiosity, emotions, sensual memories, and even empathy for the readers. The more sensational a news is, the more interesting the news is (Saidin, 2020).

Meanwhile, Republika chose to take a "funny" point of view rather than being disrespective for its own reason. In the context of Prabowo's news coverage, the main priority may not be selling "bad news", but rather presenting news from a prophetic perspective. This point of view represents an idealism in the Islamic mass media. The prophetic journalism model is referred to as prophetic journalism, which seeks to spread news using language that is more polite, friendly, peaceful, soothing, and dialogical. As a result, according to Mahfud (Mahfud, 2014), people can find more enlightenment, education, peace, and open-mindedness to understand the essence of Islam through such publication.

Furthermore, the differences of point of view in news reporting may not be based on the existence of "bad news" which is called salable in the market. The differences could be due to differences in the political choices of the mass media. This is because the news reporting process does not just happen. The news is constructed (Harrington, Elliott, & Clarke, 2012). Therefore, this difference in reporting point of view could have originated from the different ideologies of the two media. It is proof that the mass media plays an important role in constructing a message.

An example is how three media outlets in Manila framed the 1998 Philippine presidential election. According to Rosales & Lowry (2000), framing is an extension of the agenda-setting theory in the field of mass communication research. His study found empirical support for the statement that election coverage tends to have more of a strategic framework than a problem framework. The strategic framework found there includes candidate tactics, survey positions, and so on.

News construction as above also occurs in various other places. For example in Europe (Trimithiotis, 2020), United States (Speakman & Funk, 2020), both in written text and photos (Bowe, Gosen, & Fahmy, 2019). When it comes to energy conservation, for example, media in the U.S. have mixed perspectives. When energy prices rise, news about conservation is more prominent. The New York Times is a media that frames its news positively (Bolsen, 2011).

In another occurrence, Trump framed news media by supporting conservative media by praising the media's appearance on his Twitter. Trump repeated the tweet while disparaging non-conservative or general media. The attack that Trump wrote on Twitter against conservative media received high engagement in the form of likes and retweets so that this could have an effect on public polarization of the perceptions of the news media (Meeks, 2020).

The involvement of a journalist in news framing is inevitable. Journalists add something to every story they tell, they have a professional obligation to frame the message (Schudson, 2000). This confirms that framing of a story is something journalists must do. News is something that needs to be formed or constructed. Thus, professionalism and news framing are not two opposites. This is more like "inclusive journalism", where moral and pragmatic needs are an ingenious response to the fragmentation of audiences and the fragility of public spaces (Husband, 2017).

Furthermore, for journalists, the style of writing on the news is important. News is a journalist's reflection who adds subjectivity when presenting the news. They form a different expression on the same issue. Journalists observe reality, determine their positions and views on this reality, then choose the language of the language delivered, so that the audience sees the world differently and from various points of view (Svetlana, 2019). Even so, ideally, the press or media must still provide honest, clear, and widely appropriate information and need to be known by the public to help alleviate and resolve conflicts (Abdul Rani, Hamdani, & Azman, 2020).

Finally, the finding in this study is still far from perfect. Future framing requires studies that are not only able to examine specific framing problems or effects (Borah, 2011). Therefore, the next framing researcher is expected to be able to connect with a broader understanding of framing. Thus, the development of theory and methodology can grow. We also suggest that future researchers try new and varied approaches. For instance, combining a linguistic corpus with a semantic network approach to operationalize the definition of Entman framing and study the press media in three countries (Vu & Lynn, 2020). Thus, hopefully the study of framing does not become extinct (Cacciatore, Scheufele, & Iyengar, 2016).

CONCLUSIONS AND RECOMMENDATIONS

Using Entman's framing analysis, we conclude that Tempo and Republika media have differences in defining problems, diagnosing causes, making moral judged, and treatment recommendations. Tempo tend to portray Prabowo's "Boyolali Face" remark as something controversial due to its disrespectful implication, while Republika tend to treat it as something funny and unquestionable. Each media has its own point of view in interpreting an event and reporting it to the public. News framing is something that cannot be avoided in the field of journalism, while one of the main jobs of a journalist is constructing news. However, journalists still have to comply with the code of ethics in order to remain professional.

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