Media Framing in 100 Days of Jokowi's Government Second Period on Youtube Channel *Detikcom*

Haryo Kusumo Aji, S.I.Kom., M.I.Kom

Faculty of Social Science and Political Science,
Slamet Riyadi University, Surakarta 57136,
Indonesia

Abstract

The media that is growing rapidly these days makes things easy to do. Journalistic media is no longer limited to conventional media such as newspapers and television, but has gone online. However, Youtube as the most accessed media in Indonesia has become the target of journalistic media by creating channels that contain news. Detik.com is one of the largest online media in Indonesia that uses Youtube as a journalistic media with the name detikcom. The purpose of this research is to see how the construction of online media in framing news from the second period of Jokowi's government, especially in the first 100 days. It is important to see the direction of the media in reporting government policies. This research constructs online media, which in this case is youtube which reports about the 100 days of Jokowi's second term government. The method used is descriptive qualitative with framing analysis. This analytical model is based on a constructionist approach which sees the representation of the youtube media as seen from the title and thumbnail photo, as well as the captions given in the video. From the thumbnails and captions, it can be seen that detikcom is more profitable for the government by displaying the angle of the program and the government's hopes for the second term, so that what is presented is information about the policies taken to undergo the second term government.

Keywords: Construction, framing, media, online, youtube

Introduction

In a positivist view, news is the building of a message from facts and realities in society so that a reflection of reality emerges. Whereas in a constructionist view, news is a reflection and reflection of reality, so that news is a construction of the reality that exists in one particular environment (Eriyanto, 2012: 29).

Recently, the power of the media is only used by a few people for their personal gain and the power of their owners. The same thing was stated by McQuail (McQuail, 2011: 254-255), who said that ownership of a media can help balance and control external pressures so as to

make media editors support the owner in delivering the news to be conveyed.

Youtube, which is one of the video-based social media, has become the most popular media today which is in the first position in Indonesia for the most accessed sites. Users can load, watch and share video clips for free. In general, videos on Youtube are music videos, event reports, news, films, TV, and videos made by the users themselves who are called creators. Apart from the above, Youtube also displays a video of an event uploaded by ordinary people or called amateurs, which is commonly referred to as citizen journalism.

Detik.com is one of the largest online journalistic media in Indonesia which has high credibility because of its quality and accountable news. Detik.com, as the name implies, prioritizes the speed of news, but still considers the accuracy of the news, so it becomes a reference for other online media.

Detik.com uses Youtube as a medium to disseminate audio-visual based information with the names of the detikcom and tempodotco channels. Even though they do not use on-the-spot reporters as is done by national television media, their form of news is more to infographics, animations and video collections with news captions.

Construction is an attempt to tell or compile an event, situation, or object which is originally fragmented into a systematic way to become a meaningful story or discourse (Hamad, 2004: 22). The arrangement of an event is influenced by the experiences, preferences, education and social environment of each individual who compiles it, so that in the end it will produce different discourses and will be understood in different ways.

The meaning creation perspective in the media is the concept of active audiences using media content to create meaningful experiences. This perspective recognizes that important media effects can occur over a long period of time and are often a direct consequence of the audience or reader's intentions. The substance of this social media construction is in the fast and wide circulation of information so that social construction takes place very quickly and is evenly distributed. This constructed reality also shapes mass opinion.

In the 100 days of Jokowi's second term, the two media highlighted the policies and steps taken by the President. Even though President Jokowi himself did not target 100 days at the start of this second term of government, he would continue what was done five years earlier. Therefore, detikcom frames news about the beginning of the government with the style and uniqueness of each media.

Therefore, the researcher wants to know how media construction is with news framing analysis from the detikcom Youtube channel in reporting the policies in the 100 days of Jokowi's 2nd period government. The researcher chose research using the YouTube channel because Youtube is the most accessed media and uses text with audio visuals so that easier to understand.

The formulation of the problem in this study is how to analyze the framing on the Youtube channel detikcom in the 100 days of the second period Jokowi's government. Then the aim of the research is to determine the construction of online media on the detikcom Youtube channel through framing analysis in the 100 days of the second period of Jokowi's government, so that you can see the position of the mainstream online media in the Government.

Methodology

The type of research that will be used by the author in this media construction research is descriptive qualitative research. According to Moleong, qualitative research is research that uses a scientific background with the intention of interpreting the phenomena that occur and is carried out by interviewing, observing or utilizing documents (Moleong, 2010: 5).

The research method used in this media construction is the Gamson and Modigliani framing analysis method. Framing analysis is used to dissect media methods or ideologies when constructing facts. The analysis using this model examines the strategy of selection, prominence, and linking of facts into the news to make it more meaningful, more interesting, more meaningful, or more memorable, to lead to audience interpretation according to its perspective.

Gamson and Modigliani's formulation or model is based on a constructionist approach that looks at media representations, which consist of interpretive packages that contain certain meaning constructs. Within this package there are two structures, namely the core frame and condensing symbols. The first structure is the organizational center of the elements of ideas that help the communicator to show the substance of the issue

being discussed. Meanwhile, the second structure contains two substructures, namely framing devices and reasoning devices (Sobur, 2012: 176-177).

Gamson and Modigliani's formula or model divides the structure of the analysis into three parts:

- a) Media Package is the assumption that the story has a certain meaning construction.
- b) Core Frame is the central idea.
- c) Condensing Symbol is the result of examining symbolic devices (framing device/ framing device and reasoning device/ reasoning device)

The framing device is divided into five parts:

- a) Metaphors are parables and suppositions.
- b) Catphrases are tools in the form of jargon or slogans.
- c) Exemplars are descriptions to justify perspective.
- d) Depiction is a lexicon to label something.
- e) Visual Image is a device in the form of images, graphics, and so on.

The reasoning device is divided into two parts:

- a) Root is a causal or causal analysis.
- b) Appeals to Principle are basic premises, moral claims.

Results and Discussion

The youtube social media channel from detikcom has a distinctive feature of reporting on President Jokowi's second term policies, especially in the first 100 days. This can be seen from the thumbnails used, the captions in the video and when writing the video title. In the detikcom online news portal, in principle, it has a different language style from other media that oppose the government. Where the seconds in the news are

more favorable to the government than other media which are more critical of the government.

Based on the framing analysis conducted by researchers according to the Gamson and Mondigliani model, the following results were obtained:

There are several titles given by detikcom in the first hundred days of Jokowi's government, namely:

- Jokowi Invites Japan to Invest in Natuna
- Jokowi Wants Export Oriented Defense Industrialization
- Jokowi targets Europe and Africa for export purposes
- Jokowi: For Investment, Please Write My Name
- Through B30, Jokowi wants to reduce fuel imports

The conclusion from the results of the framing analysis conducted by researchers from several videos on the detikcom youtube channel is that detikcom focuses more on the policies taken by Jokowi, where these policies are also the hopes of the second term Jokowi government. Especially in the hundred days of Jokowi's second term, the media did not criticize what had happened in the previous period, but focused more on what Jokowi would do in the future for Indonesia. This can be seen in Jokowi's program to invite Japan to invest in Natuna, where he met the Japanese Foreign Minister to cooperate in the maritime and fisheries sector.

Then also in the defense industrialization sector to be export-oriented, so the hope is that this sector can produce goods that are suitable for export. This was also reinforced by news reports that Jokowi wanted to target Europe and Africa for export purposes, in addition to the continents of Asia and Australia which have collaborated with Indonesia in this field.

Jokowi also relies on investment to advance the economy, therefore he does not mind if his name is written down to facilitate

investment, which has been done by the Head of BKPM.

Then in the Oil and Gas sector, through Biodiesel or B30, Jokowi wants to use this to reduce the use of fossil fuels, so as to save budget and reduce fuel imports.

From some of these things, it can be seen that this media framing more video shows on the positive things the government has done, so that it benefits the government more.

Conclusion

The conclusion of the research entitled Media Construction in the 100 Days of Jokowi's second term, which was carried out by the detikcom youtube channel, is that the framing or news frame displayed by this media has a focus and angle. The detikcom channel is more profitable for the government by presenting the angle of the program and the government's hopes in the future

for the second term, so that what is presented is information about the policies taken to run the second term of government.

References

- Eriyanto. 2012. Analysis of Framing, Construction, Ideology and Media Politics. Yogyakarta: LkiS
- McQuail, Denis. 2011. McQuail Mass Communication Theory, Book 6 Edition 1. Jakarta: Salemba Humanika
- Hamad, Ibn. 2004. Construction of Political Reality in Mass Media. Jakarta: Granite
- Meleong, Lexy J. 2010. Qualitative Research Methods. Bandung: Rosdakarya
- Come on, Alex. 2012. Analysis of Media Texts. Bandung. PT Remaja Rosda Karya.