

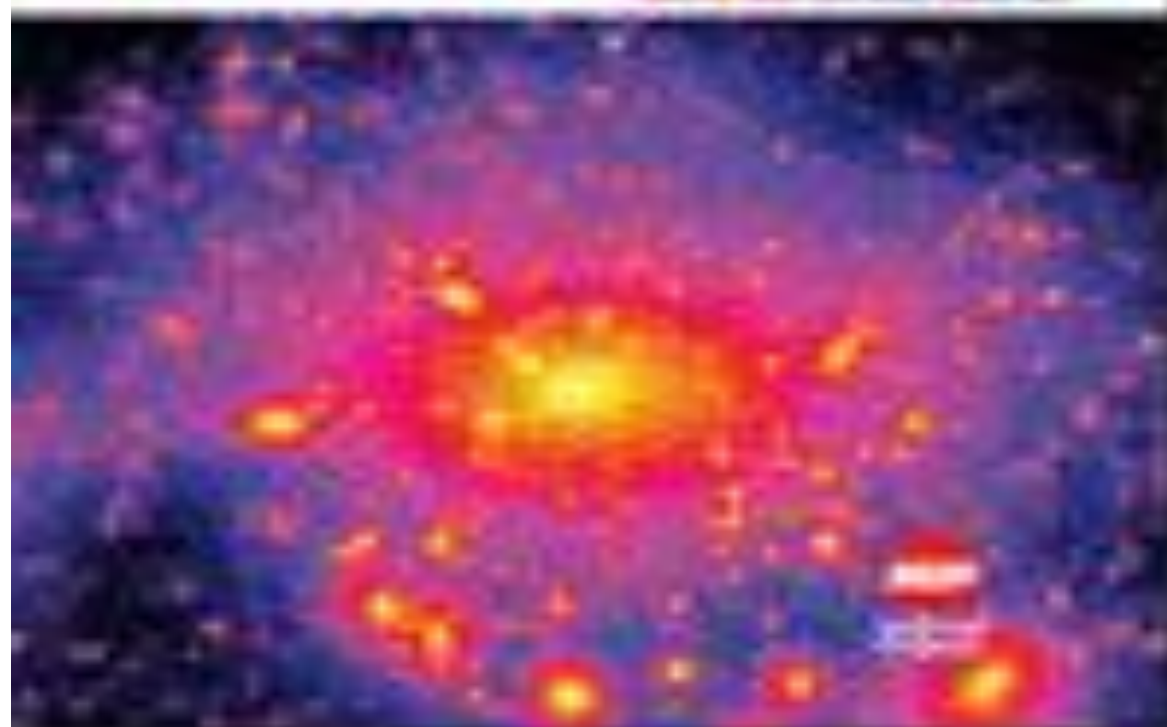
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# The Framing Analysis of News Construction on Issues Lesbian, Gay, Bisexual, and Transgender in Online Media 'Detik.com and Republika.co.id'

Umaimah Wahid<sup>1</sup> and Septi Ainun Yakut

Universitas Budi Luhur, South Jakarta, Indonesia

The study focus on framing analysis by Robert N. Entman to analysis texts selects and stands out some aspect of perceived reality and makes them more salient in communicating reality. This process is related to the use of language in writing reality that is worth to be read by audiences. The research question of this research is how news construction of massive campaign of LGBT community in Indonesia is described by online media on detik.com and republika.co.id. This study uses the paradigm of constructivism, the theory of framing analysis and construction of media reality. Embraced with the concept of media, online journalism and news value. By using the method of framing analysis and online news text observation techniques on two media are detik.com and republika.co.id. Based on the theory and analysis presented previously, Media plays important role in shaping people's opinion and perspective. In the case of massive campaign of LGBT community in Indonesia, detik.com and republika.co.id conduct the construction based on their ideology and perspective. There are difference perspectives between one mass media and another in interpreting reality. This difference has everything to do with the ideology of the mass-media itself. Basically, Oetik.com and Republika.co.id have different back-ground of ideology. Oetik.com is based on humanism ideology prioritizing humanism principles, on the other sides, republika.co.id as Islamic-based media always prioritizes Islamic values and nasionalism in every news it has.

**Keywords :** Media-Construction, Framing Analysis, LGBT, Media Online.

## 1. INTRODUCTION

Lesbian, Gay, Bisexual, and Transgender (LGBT) has been a hot issue in various mass-media such as press media, electronic media, and online media for the recent years, moreover after supreme court of United States of America officially legalized marriage with the same sex. Undoubtedly, media is one influencing way in shaping public opinions. This campaign is currently on progress by online media. Basically, media is a communication tool between journalists and audiences concerning with the information that should be accepted by the audiences. Therefore, packaging of frame media becomes a primity in online media.

Framing is an approach to know how the journalists use their perspective when selecting issues and narrating the news. 1 Framing analysis is an analysis to examine reality frame (event, individual, group, etc.) That is created by media. It is a process of construction which means reality is interpreted and reconstructed by particular ways am] interpretation. Media use framing to show or emphasize certain aspect depending on media interest.

As a consequence, only certain part that is more meaningful, noticeable, memorable and regarded important by the audience. 2 Reality is created through construction and particular perspective of the journalist. Therefore, none of the reality is objective. Reality could differ depend on how the journalists understand the concept of reality.

Journalists' view and packaging determine how media selects and conveys the information. Media nowadays is no longer a neutral and stand up for reality, rather than a subject that reconstructs the reality and tends to be partial. In this research, the researcher is interested to observe how Detik.com and Republika.co.id construct tile news related to massive campaign of LGBT community on online media. The news presented is appointed from Detik.com and Republika.co.id. As distributed by www.alex.com via

Indonesia Top Sites that the researcher accessed in March 12 at 9:21, Detik.com is the top five sites of most-accessed online news in Indonesia and it seemingly has nasionalism-liberalism ideology.<sup>4</sup> Meanwhile, Republika.co.id is a national newspaper that comes from Indonesia Moslem community. Republika is the first newspaper to appear in internet world, this site then was called Republika.co.id is media based on Islam and it first appeared in internet in the beginning of 1995 or around two years after Republika newspaper as first published.

The framing analysis employed in this article is based on Entman's (1993) perspective, which is deeply discussed in relation to inductive approaches on frames. The concept in analyzing texts selects and stands out some aspect of perceived reality and makes them more salient in communicating reality. A special attention is given to the framing of migration specifically, dealing with the methodological challenges raised by a lot of studies identifying media frames.<sup>5</sup> Based on the background described previously, the research question of this research is how news construction of massive campaign of LGBT community in Indonesia is described by online media on Detik.com and Republika.co.id.

## 2. THEORITICAL FRAMEWORK

### 2.1 Media Online Change the 'Journalistic' Process

Press media and electronic media have special strength in presenting news information. Generally those media are conventional media. But today, there is a new innovation in media, that is online media. Therefore, online media is not categorized to press media or electronic media, rather it is considered as new media or modern media.<sup>6</sup> The alteration of information technology gives a big impact in journalism activity, geological bound aries no longer

exists due to internet even young generation often participated in online journalism.<sup>7</sup> New media change the practices of communicating in the emerging online public sphere. The role of Internet in this multi-platform environment is often linked with the logic of commercialization. Paul Levinson (2009) discusses the role of new technologies in democratizing closed societies.<sup>8</sup>

Mondry stated in his book *'Understanding Theory and Practice Journalistic'* that

"online media is media using internet. Previously, people considered it as electronic media, but then the experts classify it as different category. The reason is that online media is combination process of press media by writing information that is spread out through electronic tools, but it is also related to personal or individual communication."<sup>9</sup>

The Internet brings new ways of collecting and reporting information into the newsrooms (Reddick and King, 1997; Miller, 1998; Singer, 1998; Deuze, 1999; Gamson, 2000, 2001, 2003; Rivas-Rodriguez, 2003; Gilmour, 2004). This new journalism is open to novices, involves new writing techniques, which are adapted to online communications, functions in a network with fragmented audiences and is delivered at great speed (Fenton, 2010: 3-6). Compared to traditional news, the online editions of newspapers are open to a higher degree of contestation.<sup>10</sup>

New media unites all elements of old media, if newspaper can only be read, radio can only be listened, and television only unites audio and visual. Through internet, all elements can be united as one.<sup>11</sup> Internet users can read the writing through blog, websites, listen to radio through internet, and watch news by live streaming or download video over internet. Thus, all characteristics of old media can be united in New media.<sup>12</sup> Online news is the most up-to-date compared to another news, but it still need to be confirmed since it can change time by time depending on information given.

## 2.2 News and Reality Construction

Willard C. Blayer, in his book news paper writing and editing stated that news is anything that the journalist choose and publish in the newspaper because it has such interest to the reader.<sup>1</sup> News is a report of an event that has news value that is actual, factual, important, and interesting. Based on those definitions, though it may have slight differences, there is actually a similarity that news is something that attracts attention, and new. The first step of creating news is how the reporter perceives events or facts that will be reported. News is the last complex process by selecting and determining events and certain themes in particular category.<sup>15</sup> News reflects society reality that is constructed by media.

Reality is daily knowledge that exists and develops in society such as concept, public awareness, and public discourse as the result of social construction. Reality is constructed through the process of externality, objectivity, and internality.<sup>16</sup> Based on Tony Bennet quoted by Eriyanto in his book, media is seen as social construction agent that defines reality based on the interest.<sup>17</sup>

## 2.3 Framing Analysis of Robert M. Entman

A frame is an abstract variable that is hard to identify. There are many different approaches to derive a set of frames given a particular issue (Gamson, 1989; Gandy, 2001; Bertog and McLeod, 2001; Miller, 1997; Scheufele, 1999; Tankard, 2001; Van Gorp, 2005), and most of them are inductive. Content analysis of media frames range from completely qualitative interpretive or hermeneutic qualitative approaches to automated device-oriented methods, such as semantic network analyses (Scheufele and Scheufele, 2010).<sup>18</sup> Gamson and Modigliani (Schaufele, 1999, p. 106) defined media frame

as a tool to modulate ideas or the meaning of series of stories happen. Problem arises when a construction by the media created bias to the real story, while the content of the media is the starting point of the effect (Shoemaker and Reese, 1996, p. 27).<sup>19</sup>

Gamson and Modigliani (1987) media frames represent "a central

organizing idea or story line that provides meaning to an unfolding strip of events."<sup>20</sup> This system were made generously, so the whole process seems so normal and natural and most of the audiences do not aware if they only see constructed reality instead of the 'real' reality. The highest decision maker of a media organization is, of course, the owner (Shoemaker and Reese, 1996, p. 16.). The decision making is not only about human resource, finance, and distribution, but also the policy of media content. Altschull (1984, p. 254) said that media content is correlated directly with the interest of the funder. Bagdikian (Rossman, 2011) also stated almost the same thing as Altschull,

that media content reflects economy and political value of the owner.<sup>21</sup>

Scheufele (2009) identify processes of frame building and frame setting. Framing is the process of selecting "some aspects of a perceived reality and making them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation" (Entman, 1993, p. 52).<sup>22</sup> Framing is actually description of message frame having meaning so that there is a new definition coming out of the message. Framing analysis is used to know how the journalists use their perspective when selecting news. That point of view of journalist then determines which facts that is shown, and which part of news that is emphasized and which part of it that is omitted.<sup>16</sup> Framing emphasizes on how the communication text is shown and considered essential by the text creator. The term "emphasizing" is meant to make the information more clear, memorable, and noticeable by audience that is emphasized and which part of it that is omitted.<sup>16</sup> Framing emphasizes on how the communication text is shown and considered essential by the text creator. The term "emphasizing" is meant to make the information more clear, memorable, and noticeable by audience.<sup>23</sup>

According to Robert Entman Framing concept is used to show selection process and emphasizes particular aspects of media reality. Framing can be seen as placing information in the characteristic context, so that the certain issues attract more attention than other issues.<sup>24</sup> One power of framing is the way it operates by "selecting and highlighting some features of reality while omitting others" (Entman, 1993, p. 53). In fact, frames are part of culture, they guide the way in which the elite constructs information, they affect how journalists select information and they are manifest in the media texts.<sup>25</sup>

(Entman, 1993, p.52). Furthermore, frames have at least four locations in the communication process: the communicator, the text, the receiver and the culture. In Entman's opinion, frames diagnose, evaluate, and prescribe issues discussed in the media. He identifies four functions of frames: "define problems which determine what a causal agent is doing with what costs and benefits, usually measured in terms of common cultural values; diagnose causes which identify the forces creating the problem; make moral judgments which evaluate causal agents and their effect; and suggest remedies which offer and justify treatments for the problems and predict their likely effects" (1993, p. 52).<sup>26</sup>

## 3. RESEARCH METHODS

The object of this research is news of massive campaign of LGBT community in Indonesia on online media. The reason of the researcher chose this news since

from 16 to 18 of February 2016, the issue becomes a hot issue and be trending topic in various mass media. This news led pro and contra related to the campaign of LGBT. Many prominent figures going against campaign of LGBT in Indonesia are the triggers, so that several media especially online media promotes this issue. The researcher chose text media in news content on online media that is published on the date above and then the researcher will analyze it by using framing analysis of Robert M. Entman.

The researcher analyzes research object in accordance with the subject of the research and then based on it, the researcher will find the result of the research. The analysis is conducted by entering the news containing massive campaign of LGBT community in Indonesia on online media Detik.com and Republika.co.id that is related to framing model by Robert M. Entman.

Table 1. News.

Research sample of news on Detik.com	Research sample of news on Republika.co.id
Support for LGBT in order that they can heal	The reaction of <b>Ridwan Kamil</b> upon LGBT campaign
MUI: LGBT activity is forbidden, there should be punishment for the people who campaign it	LGBT campaign equals to terrorism
Minister of religion's appeal on LGBT community: Avoid promotion and campaign!	4 Causes of Indonesia Destruction, one of them is LGBT
Religion council: We refuse any propaganda, promotion and support for LGBT!	MUI Supports Punishment for LGBT campaign

The time of the research is conducted from February until April 2016.

#### 4. ANALYSIS

There is a huge difference between two media. It is because of the ideology background of the two media. Both media select the resource persons having Islamic ideology. Detik.com chose the Chief of the religious proselytizing committee of MUI center, CholilNafis who is considered to have authority to comment related to the increasing of LGBT campaign and the groups that support LGBT. Furthermore, the Chief of MUI committee Ma'ruf Amin stated that he forbids all LGBT activities. In addition, the minister of religion also became the resource person who appealed to forbid LGBT campaign and urged the society not to discriminate them. Lastly, Detik.com published the committee of religions who went against LGBT. They went against LGBT that is considered to break religion's law.

Republika.co.id in February 16, 2016, chose Ridwan Kamil as resource person concerning with the huge campaign of LGBT in Indonesia. He is a prominent figure whom people adore. Politic figure with the good record always becomes parameter. Republika.co.id published the news about Ridwan Kamil who spoke unreservedly in front of public that he went against LGBT campaign. It is meant to show LGBT campaign is obviously not accepted in Indonesia and he seemingly invited audience to go against LGBT campaign as he did. The second news, Republika.co.id chose the psychology professor of Islamic State University of Syarif Hidayatullah, Abdul Mujib as the resource person. In the news, Abdul Mujib stated that LGBT Issue is the same as terrorism around society. The background and ideology of Republika that is based on Islam absolutely becomes one of the factor causing Republika.co.id to choose Abdul Mujib as resource person.

The First Element of Framing Model by Robert M. Entman is Define Problems. Detik.com emphasized law violation aspect of religion but still states 'an appeal' not to

discriminate LGBT community. Based on the explanation previously, it can be seen that Detik.com is national media having humanism ideology that indirectly invites the society to give sympathy for the party that is considered victim or the party experiencing oppression. Meanwhile, Republika.co.id as the Islamic-based media indicates that LGBT community breaks the religion laws and need punishing if they invite or campaign others. It can be clarified in the first news. But then in the second news, Republika.co.id emphasized ten-orism aspect behind LGBT campaign. It can be seen from news text "LGBT is the same as ten-orism." In addition, in the third text, it indicates that LGBT is one of the factors that lead the destruction of Indonesia. Based on the text on the news, it can be seen that Republika.co.id is Islamic-based media and NKRI basis. On the other texts, Republika.co.id has no hesitation to state that LGBT is a threat, and infectious disease.

On the Second Element of Diagnose Causes, there is a difference between the two media in judging the LGBT community. Detik.com stated LGBT is a sexual disorientation that need to be guided so that they will be healed and turned to be normal. In addition, Detik.com indicated LGBT community needed caring, and they are not the ones that should be judged, discriminated, and insulted by the people. Meanwhile, Republika.co.id regarded LGBT is a threat and infectious disease leading to radical ideology, it is the same as terrorism ideology among society.

On Third Element of Make Moral Judgement, Detik.com regarded government need to take a part to anticipate LGBT campaign in Indonesia by legislating rules of the party who supports LGBT. Meanwhile, Republika.co.id urged the government to be strict to supervise funds that are possibly given to LGBT community to support them. It is to prevent LGBT community to campaign in Indonesia. Republika.co.id emphasized the critic that is conveyed by many parties. Lastly, the Fourth Element, Treatment Recommendation. Detik.com and Republika.co.id gave the same solution, that is law enforcement. The difference is that Detik.com required government to have law enforcement and always appeal to society to keep calm and not to be influenced by the issues. It is meant to keep unity and peace one another. On the other sides, Republika.co.id demanded the government of Indonesia to have law enforcements, one of which is not legitimating LGBT law and marriage with the same gender.

Based on the four texts that are analyzed by the researcher by using framing analysis by Robert N. Entman, consisting of Define Problems, Diagnose Causes, Make Moral Judgement, and Treatment Recommendation, it resulted in the comparison as described below.

Based on the table above, it can be seen that towards an event, there are difference perspectives between one mass media and another in interpreting reality. This difference has everything to do with the ideology of the mass-media itself. Basically, Detik.com and Republika.co.id have different background of ideology. Detik.com is based on humanism ideology prioritizing humanism principles, on the other sides, Republika.co.id as Islamic-based media always prioritizes Islamic values and nationalism in every news it has.

Based on the theory and analysis presented previously, Media plays important role in shaping people's opinion and perspective. In the case of massive campaign of LGBT community in Indonesia, Detik.com and Republika.co.id conduct the construction based on their ideology and perspective. As explained by Dennis McQuail, Media is an effective tool in defining something. For example, Detik.com gave an appeal to give positive approach and sympathy towards LGBT community. And Republika.co.id in using the term of "terrorism" absolutely

Table II. Result base on framing analysis Robert E. Entman.

Entman's concept	Detik.com	Republika.co.id
Define problems	Social problem leading to	Social problem leading to religion law and national problem.
Diagnose causes	A group of people having sexual disorientation needs to be paid attention, and guided with religion and psychological approach.	A group of people who spreads out the threat and radical ideology is the same as terrorism among society.
Make moral judgement	Government need to take a part to anticipate LGBT and the parties who support LGBT.	Government need to be strict to prevent the upcoming support of LGBT and other dangerous ideology in Indonesia.
Treatment recommendation	Law enforcement and appeals so that the society will not be influenced by the issues that can cause disunion.	Indonesia should not legitimate LGBT law and marriage with the same gender.

Table III. The comparison of background, ideology, and news content between the two online media.

Differences
<u>Background</u>
<i>Detik.com</i> : Chairul Tanjung is well-known as entrepreneur of television media. Trans7 and Trans TV tv station have succeeded to make the man who was born in June 16, 1962, to achieve great success in television business. no sooner after CT Corp took over Detik.com, it is then changed
<i>Republika.co.id</i> : Republika is a name given by then president Soeharto founder of Ikatan Cendekiawan Muslim Indonesia (ICMI). Republika is part of Indonesia mass-media. It was said that "ICMI's duty is against inanity and poverty."
<u>Ideologi</u>
<i>Detik.com</i> with humanism ideology always prioritizes humanism principles, create to respect differences and diversity in fulfilling needs of information of the reader.
<i>Republika.co.id</i> as Islamic-based media with the most Moslem community, always prioritizes Islamic values and nationalism in every news it presents
<i>Detik.com</i> : Respects the differences and diversity in fulfilling needs of information of the reader.
<i>Republika.co.id</i> : Prioritizes Islamic values and nationalism in every news it presents.
<u>News content</u>
<i>Detik.com</i> : News content mostly refused LGBT, but still gave an appeal to conduct positive approach and sympathy for LGBT community. News construction by journalists of <i>Detik.com</i> absolutely related to background and ideology of the company.
<i>Republika.co.id</i> : Strictly refused all LGBT activities and considered LGBT as a threat and massive radical ideology around society. News construction of <i>Republika.co.id</i> is also related to background and ideology of the company. <i>Republika.co.id</i> , as the Islamic-based media, always prioritizes Islamic values in every news it presents.
<u>Perception form</u>
<i>Detik.com</i> : LGBT community needs to be protected, be cared, and can be healed by rehabilitating them.
<i>Republika.co.id</i> : LGBT community breaks Indonesian moral value and break the religion law and social norm that the society always holds.

influences the readers. The different of selecting title, resource person, and emphasizing issues, will lead to the different perception of their readers.

The difference in content constructions of both media is because of the different ideology that both media have. Detik.com is a media that possesses 'nationalist ideology.' Nation-alist ideology is an ideology that promotes the interests of all groups and tends to be 'liberal' or open to new issues including the LGBT issue. While Republik,

a.co.id is a media group that religious ideolog, y Therefore, the issues and news in the Republika.co.id are not too free or liberal because of the consideration of Islamic values. The issues and developments of LGBT especially in Indonesia are contradictory to Islamic rules, so it stands to reason that republika.co.id refuses the LGBT issue and tends to see it as something that progresses in Indonesia.

The tendency of new s coverage of both media explains that media cannot be apart from the 'basic ideology of the media'. Media coverage cannot be separated from media ideology and interests of media owners. This means that no media has no interest or tendency to report on certain issues, even the media becomes a part of the campaign process of a particular interest.

5. CONCLUSION

After going through the analysis process in the research of news construction of massive campaign of LGBT in Indonesia towards online media Detik.com and Republika.co.id, by using framing analysis or Robert N. Entman, it can be concluded that :

1. Detik.com and Republika.co.id observe the phenomenon of massive campaign of LGBT. De1ik.com is national media possessing humanism ideology that invites society to give sympathy to the parties regarded as victims De1ik.com regarded that LGBT community as the persons having sexual disorientation who need to be guided, paid attention, and cared, not as the ones who are judged, discriminated, and insult from the society. While, Republika.co.id as Islamic-based media considered LGBT as a threat and massive radical ideology around society, LGBT also one of the factors that leads destruction of Indonesia.
2. Republika.co.id as media that prioritizes Islamic values exaggerates the news for the sake of Islamic community. The main purpose of it is to plead Islam. While Detik.com leads humanity. The difference of news construction can be seen from selecting title of the news, point of view, and the selection of resource person. De1ik.com lifts up law violation of religion related to the issue of massive campaign of LGBT community, but still appeal the society not to discriminate them. While Republika.co.id emphasize the aspect of law violation of religion a nation. Republika.co.id criticizes all activities of LGBT community because the value is against Islamic values and Pancasila and it can also break the nation's value. In selecting resource person, certain media absolutely selects the resource person whose statements can support their ideology. Detik.com selected resource persons who have Islamic ideology and humanity, while Republika.co.id selected resource persons who has Islamic ideology and nationalist in every news published.

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