

FRAMING ANALYSIS OF THE NEWS COVERAGE OF THE 48TH MUHAMMADIYAH - AISYIYAH CONGRESS ON ONLINE NEWS PORTALS REPUBLIKA.CO.ID AND KOMPAS.COM

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Abstract

The 48th Muhammadiyah-Aisyiyah Congress had both national and international impacts. The Congress was not only important for Muhammadiyah-Aisyiyah but also had a wide impact domestically and abroad. Therefore, various media outlets were busy reporting on the Congress. Among these media include Kompas.com and Republika.co.id. This research uses the framing analysis method to find out the background of the news and the relationship between the principles of each media to the news displayed. The Zhongdang Pan and Gerald M. Kosicki framing analysis model was used, which involves four major structures, namely syntax, script, thematic, and rhetorical. The results of this study provide an understanding of how the two media framed the news regarding the 48th Muhammadiyah-Aisyiyah Congress. In addition, this method is also used to understand how the media constructs the reality of the 48th Muhammadiyah-Aisyiyah Congress and how the event is understood by the public through media coverage. The difference in news content is very clear if the Kompas.com media is more framing to the political discussion because the headlines are mostly filled by ministers and important people in the political world, while Republika.co.id is more into the substance of the content of the Congress itself from the beginning of the preparation of the Congress to its closing.

Keywords : *Framing Analysis, News, Kompas.com, Republika.co.id, Mukhtar*

Introduction

The attention of the world's Muslim community towards congresses is increasingly justified because Muhammadiyah is the largest modern Islamic organization in the world with a network of Business Charities in various fields, be it education, health, economics, social and culture in the archipelago and even abroad. This charity effort is a clear proof of the role and contribution and service of Muhammadiyah for all regardless of background by practicing Islamic values that are rahmatan li'alam.

The implementation of the Conference will be attended by thousands of participants from regional leaders to branch leaders from various parts of the country, even the Mukhtar will also be attended by leaders of the special branch of Muhammadiyah (PCIM) Abroad. It is estimated that millions of people will also come to the city of Solo with an estimated 2-3

million cheerers from all over the country, consequently the role of online media is needed to be interested in widely reporting about the congress. Various media platforms such as newspapers, television, radio, and other online media

Online media can be interpreted as media that is presented online through websites (*website*) on the internet (Romli, 2012). Along with the development of online communication technology, it is now a means that is in great demand by the public to find news and social media information in the process of interacting with other users on the website. In its role, the mass media researches an event or events of the past, chooses which events are considered important or are being discussed by the public, to compile reports by prioritizing the value of information. In other words, the role of the mass media cannot be separated from the actual formulation of events or important events that will be reported. However, not all facts or events can be reported, from the point of view of reality which is then constructed by the media (Hamad, 2004).

The problem that the researchers found regarding the reporting of the 48th congress, the background of this research was the researcher questioned how the practice of framing on the online news portals Kompas.com and Republika.co.id in reporting on the 48th Muktamar Muhammadiyah-Aisyiyah used an analytical model framing Zhongdang Pan and Gerald M. Kosicki?. The difference between this research and research conducted by Gusni Taregan regarding the reporting of the Case of Tri Rismaharini's Statement on Transferring Employees to Papua on Kompas.com and Republika.co.id, while this research is the Reporting Case of the 48th Muktamar Muhammadiyah-Aisyiyah on Kompas.com and Republika.co.id.

The etymology of the concept *Framing* or *Frame* Derived from English which means Frame. In *Oxford Learner's Dictionaries*, Framing is defined as *border* which means limit or boundary. So, based on the origin of the word, the concept of framing can be interpreted as a framing or a limitation. In the context of mass communication, the concept of framing refers to the meaning of framing messages or limiting views, which are constructed by the media so that readers or audiences agree with the media's intentions. In practice, framing is a boundary point that is raised by the media about an issue or event, namely from a problem seen from one side or one aspect that can be seen by the public using various strategies (Gusni Taregan.P, 2021).

Regarding the theory of framing analysis, it is closely related to the theory of Social Construction and Reality initiated by Peter Berger and Thomas Luckman in their book entitled "The Social Construction of reality; A Treastise in the Sociology of Knowledge" (1996). It was from there that the theory of framing analysis was initiated into the science of communication. In their view, Berger and Luckman understand that humans will always have a dialectic in creating social reality through three stages, namely externalization, objectivation, and internalization (Gusni Taregan.P, 2021). Pan and Kosicki framing model analysis is a model that pays attention to the strategy of the media or journalists in packaging news texts. Framing is related to meaning. According to Pan and Kosicki, how the media views an event can be seen from the set of symbols displayed. Basically this model is a change from the operational dimension of Van Dijk's discourse analysis, but slightly different from Van Dijk who examines media ideology as well, Pan and Kosicki instead focus on researching news texts in detail on four elements of analysis. Therefore, this research focuses on researching news texts from the online media Suara.com and Beritasatu.com regarding the

reporting of the 48th Muktamar Muhammadiyah-Aisyiyah, without involving the process of interviewing each media. In other words, the data in this study are news texts from both media. Pan and Kosicki's framing analysis model has four major elements as its analytical tools. Among them: (Eriyanto, 2002: 295)

1. **Syntax:** Headlines, leads, background information, statement quotes, closings.
2. **Script:** News Equipment (5 W + 1 H) .
3. **Thematic:** details, coherence, tenses, pronouns.
4. **Rhetorical:** Leksikon, Grafik, Metafora.

The first element of framing analysis for the Pan dam Kosicki example is **Syntax**, the syntax referred to in the framing analysis is related to the scheme used in the delivery of coverage. According to Mayasari (2017: 2) that syntax is a branch of linguistics which has an object of study in the form of phrases, clauses, previous sentences as a discourse. The scheme that is often used in coverage is the inverted pyramid scheme that starts with **Headline** or news headlines, news introduction, news content that contains information, and closing or the end of the news. The important key to the news is that the news title or headline gives the first impression of whether the news is interesting or not, and syntactic elements are very helpful in providing clues about how a journalist interprets the news. The second component is **Script**, when wanting to communicate information to the public, journalists certainly have a news content script to attract the public's interest in reading the news text. In script writing it is closely related to the 5W + 1H formula which shows framing patterns in news content. The third factor is **thematic**, the thematic in framing analysis is related to the efforts of journalists in writing news content in accordance with actual events, in detail, and thematic is also related to the use of harmony. The fourth element is **rhetorical**, in rhetorical analysis relates to how journalists emphasize the facts to be written in the news, how journalists try to emphasize the words they want to highlight, and in rhetorical elements relates to the choice of style of words, idioms, images, and graphics. Erotic or rhetorical questions are more controlled and used by opinion leaders and community leaders, because they are used to addressing the masses and generally master rhetoric (Sumadiri, 2010: 168 in Febriani and Emidar, 2019: 412). Based on this explanation, it can be concluded that rhetoric is a speaking skill possessed by someone who is accustomed and skilled in speaking.

The statement of the 48th congress was published in a number of media, from two out of two of several online media which highlighted the reporting of the congress conducted by Muhammadiyah, the researcher chose kompas.com and Republika.co.id as research objects. The reason the researcher chose these two media is because each media has its own background and characteristics which enable the reader to frame the reporting of the 48th congress with different views.

Method

This study aims to analyze or interpret phenomena with inductive analysis (framing) techniques, therefore according to the authors a descriptive qualitative approach is the right type of research to use. This is first of all based on qualitative research procedures that do not use statistical methods as used in this type of quantitative research (Abi Anggito & Johan

Setiawan, 2018: 9). This research is a type of library research. Literature study is a method of collecting information by conducting analytical studies of books, literary works, notes, and reports that are relevant to the problems being solved (Nazir, 1988: 111).

The research source used in this study uses online media reporting Kompas.com and Republika.co.id regarding the reporting of the 48th Muktamar Muhammadiyah-Aisyyiah, and the presentation method in this study uses a narrative presentation form where researchers will describe the conclusions that researchers get from research result. Research on news framing starts with theory *framing* Zhongdang Pan and Gerald M. Kosicki who stated that *framing* News is a process of making a message appear more prominent, placing information more than others so that it is more focused on the message.

Data collection techniques were carried out by 1) collecting information related to research problems at Kompas.com and Republika.co.id, 2) listening to the use of vocabulary used on media Kompas.com and Republika.co.id. then the data analysis technique was carried out by 1) grouping news regarding the reporting of the 48th Muktamar Muhammadiyah-Aisyyiah on Kompas.com and Republika.co.id, 2) reading and marking important ideas, 3) analyzing by *framing* Zhongdang Pan and Gerald M. Kosicki, 4) describe the results of the analysis, 5) draw conclusions in the form of exposure to the results of the analysis to serve as news text teaching materials.

Table 1. News Data to be Researched

No	<i>Republika.co.id</i>		<i>Kompas.com</i>	
	Rising Time	News Title	Rising Time	News Title
1.	Thursday, November 17, 2022	Muktamar Muhammadiyah and 'Aisyyiah Ready to be Held	Friday, September 16, 2022	Haedar Nashir Called President Jokowi Will Attend Muhammadiyah's 48th Congress

Results and Discussion

The analysis in this study is to find out how the framing of online media coverage Kompas.com and Republika.co.id regarding the reporting of the 48th Muktamar Muhammadiyah – 'Aisyyiah

3.1 Analysis of Online Media Coverage *Republika.co.id*

News title: Muktamar Muhammadiyah and 'Aisyyiah Ready to be Held

Frame : Statement of Contents of the preparation of the Conference

Table 2. Framing analysis Republika.co.id

Elements	Writing Strategy
Syntax	Haedar Nasir's statement that the congress is ready to be held. this is evidenced by the news headline "Muktamar muhammadiyah 'Aisyiyah is ready to be held" While the background raised in the news was the World Peace Forum (WPF). This forum was initiated by the Center for Dialogue and Cooperation among Civilizations (CDCC), Muhammadiyah University of Surakarta (UMS), and the Cheng Ho Multi Culture Education Trust. What is highlighted in this news is the preparation of the congress from the tanwir session to the election of the general chairman and cheerleaders who came from Papua - Aceh On the news media lead <i>Republika.co.id</i> is "YOGYAKARTA - The 48th Muktamar Muhammadiyah-'Aisyiyah in Solo is ready to be held. According to the General Chairperson of the Muhammadiyah Central Executive (PP) Prof Haedar Nashir, all the preparations The congress has been completed." The purpose of these leads is to let the public know that the Muktamar Muhammadiyah is ready to be held.
Script	In online media news scripts <i>Republika.co.id</i> has complied with the completeness of the news content which includes 5W + 1H, but the statement from Haedar Nashir is the one that stands out the most, discussing the forum which was chaired by Prof. Din Syamsuddin. Karna was held in an effort to voice brotherhood, peace and justice at the world level.
thematic	In detail, online media coverage <i>Republika.co.id</i> with headline "<i>Muktamar Muhammadiyah and 'Aisyiyah Ready to be Held</i>" has 14 paragraphs which are written continuously between one sentence form and another. In writing news online <i>Republika.co.id</i>, there is the use of the pronouns us and us. The pronoun 'we' in the third paragraph in the news is written "...we have met the Vice President (Ma'ruf Amin) ..." the pronoun 'we' in the excerpt of the statement refers to Pak Haedar Nashir. There is a pronoun 'we' in the seventh paragraph that reads "..., we are going to the trial of tanwir, which will legalize the materials earlier ..." the pronoun 'we' also refers to Pak Haedar Nashir. The pronoun 'we' in paragraph 14 is a statement by the Head of the Solo Police, Kombes Pol Iwan Saktiadi.

Rhetorical	Rhetorically, reporting on <i>Republika.co.id</i> emphasizes and emphasizes more on the contents of the preparation of the congress, which can be seen from the headlines Muktamar Muhammadiyah and 'Aisyiyah Ready to be Held. In news writing in the media <i>Republika.co.id</i> there was no use of metaphors, either in Mr. Haedar Nashir's statement or in writing by the parties <i>Republika.co.id</i>
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Thus, the analysis of framing in the news media *Republika.co.id* related to the 48th Muktamar Muhammadiyah 'Aisyiyah highlighted the statement on the preparation of the Muktamar which was ready to be held.

3.2 Analysis of Online Media Coverage *Kompas.com*

News title : Haedar Nashir Calls President Jokowi to Attend the 48th Muktamar Muhammadiyah

Frame : Programs that have been carried out by Muhammadiyah

Table 3. Kompas.com framing analysis

Elements	Writing Strategy
Syntax	Statement about the president appreciating the active role of Muhammadiyah which has played a role in recovering the national economy after the Covid-19 pandemic. This can be seen from the news headlines "<i>Haedar Nashir Calls President Jokowi Will Attend Muhammadiyah's 48th Congress</i>" The second paragraph discusses statements about the development that Muhammadiyah will carry out, even opening Muhammadiyah colleges in Malaysia and Muhammadiyah Australia College in Melbourne. Then in paragraph 3 it discusses the statement regarding the preparation of PP Muhammadiyah to discuss material on past treatises on progress, strategic issues for the community and nationality and even discussing important strategic issues for the community. Paragraph 4 fills in more on the hopes of the general chairman of PP Aisyiyah to encourage Indonesian women to move forward and contribute to making Indonesia stronger. On <i>lead</i> Kompas.com news found the intent of writing the news, the news lead contained "President Joko Widodo received the Muhammadiyah Central Executive (PP) at the Merdeka Palace, Jakarta, on Friday (16/9/2022).

Script	For online media coverage <i>kompas.com</i> 5W + 1H by conveying statements from both parties, the Central Muhammadiyah Leadership Party Haedar Nashir and President Jokowi's Party, but highlighting more about the Role of Muhammadiyah.
thematic	Coverage in online media <i>Kompas.com</i> has a total of 15 paragraphs with sentences written continuously one another. In writing the news found the use of pronouns in the form of 'we' and 'we' in the 4th, 9th and 12th paragraphs. In the 4th paragraph it says "<i>In the future, we will continue to carry out educational development efforts...</i>"The pronoun 'we' in paragraph 4 refers to PP Muhammadiyah which will build Muhammadiyah campuses abroad. In the 9th paragraph there is the pronoun 'we' which contains "<i>We will also cover important issues...</i>"The pronoun 'we' refers to the preparation of PP Muhammadiyah in preparing for the congress. And in the 12th paragraph the statement from the Chairperson of PP Aisiyah Siti Noordjanah which reads "<i>We want to continue to encourage citizens or women to move forward...</i>"The pronoun 'we' refers to PP Aisiyah who wants to encourage Indonesian women to move forward.
Rhetorical	Rhetorically, reporting on <i>Kompas.com</i> further highlighting the delivery of news content with statements from the President regarding the role of Muhammadiyah in helping restore the national economy after the Covid-19 pandemic, what will be discussed during the conference and what Muhammadiyah will do in the future as well as the hopes of the General Chairperson of PP Muhammadiyah and Aisiyah for community development. As well as the opening that will be opened by President Jokowi. In news writing on <i>Kompas.com</i> no metaphors were found, either in statements from PP Muhammadiyah or in writing from other parties <i>Kompas.com</i>

Thus, analysis *framing* on the news media *Kompas.com* regarding the Mukhtar Muhammadiyah and Aisiyah by writing statements from several parties, both from PP Muhammadiyah and from PP Aisiyah. However, *Kompas.com* emphasizes more on what will be discussed in the Congress and the efforts made for Muhammadiyah in the future.

Analysis results *framing* using the Pan and Kosicki model on media *Republika.co.id* and *Kompas.com* show different results, both syntactically, thematically, and rhetorically. Syntactically *Republika.co.id* focuses more on the preparation of the congress which is ready to be carried out, meanwhile *Kompas.com* more focused on the role of Muhammadiyah in the future after the Mukhtar was held. Media thematically *Republika.co.id* convey information with fourteen paragraphs, whereas *Kompas.com* convey information by writing fifteen paragraphs.

Media rhetoric *Republika.co.id* emphasized and highlighted the congress which was ready to be held, while the media *Kompas.com* further highlighting the delivery of the efforts made by Muhammadiyah in the future.

Conclusion

Based on research that has been done by researchers above using the theory of analysis *framing* Zhongdang Pan and Gerald M. Kosicki, it can be concluded if *frame* in online media reports *Republika.co.id* and *Kompas.com* in presenting information about the 48th Muktamar Muhammadiyah 'Aisyiyah: different. After being analyzed using the four elements of Pan and Kosicki's theory (Syntax, Script, Thematic, and Rhetorical), *frame* on online media *Republika.co.id* shows that the preparation of the Congress is very mature and ready to be implemented. If online media *Kompas.com* gave more statements about Muhammadiyah's active role in recovering the national economy after the Covid-19 pandemic and its commitment to developing Indonesia in various sectors for the betterment of the nation. So, with the discourse analysis that has been carried out by researchers on the two online media reports, it can be concluded that *Republika.co.id* media prioritizes the content of information about congresses, and *Kompas.com* provides information that will be carried out by Muhammadiyah in the future.

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