

Analysis of Government Policy Framing in the Implementation of Pekanbaru City Flight Attendants at Pekanbaru.go.id and Cakaplah.com June 2023 Edition

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Abstract

Pekanbaru, the capital city of Riau Province, is facing problems due to rapid population and economic growth. The rapid number of vehicles causes a lack of parking space, traffic jams, and the practice of extortion by parking attendants, even though the government's role is very important in overcoming this problem. This study aims to find out how the news framing process is about Government policies in the application of parking attendants in the online media pekanbaru.go.id and online media cakaplah.com. The qualitative research method uses the Robert N. Entman framing analysis model with the stages of defining the problem, estimating the cause or source of the problem, making moral decisions, and emphasizing resolution. The results of the study found that government policy in implementing parking attendants (JUKIR) in Pekanbaru City which was analyzed in the online media pekanbaru.go.id and online media cakaplah.com have the same focus with the same source, namely the contents of the short message are the same, and emphasize the importance supervision, prosecution by the government against JUKIR violations. The two media framed the government's wise attitude in handling the JUKIR case, but the need for consistent coordination and review of JUKIR in Pekanbaru City.

Keywords: Framing analysis, policy, parking attendant

Introduction

Pekanbaru is the capital city of Riau Province with a significant population growth rate. With the increasing population growth in the city of Pekanbaru, many economic activities are taking place, causing a high demand for vehicles by the public. This makes it increasingly difficult to find adequate parking spaces in Pekanbaru City.

The lack of parking space in Pekanbaru can cause traffic jams, especially in areas with high economic activity such as markets and shopping centers. The rapid growth in the number of vehicles and limited parking space makes it difficult for car drivers to find a safe and comfortable parking space. This causes traffic jams, inconveniences for motorists, and has a negative impact on economic activity. One of the negative impacts is illegal levies (pungli) by parking attendants and levies that are not in accordance with government directives, causing anxiety for the community. This action can also harm parking service users and damage the image of public services, especially parking attendants, although not all parking attendants do the same.

The increasing use of private vehicles in Pekanbaru requires more parking attendants to manage parking lots and ensure vehicles are parked safely. Therefore, there is a need for parking management which involves parking attendants as managers of parking lots and ensures that vehicles are parked in an orderly manner. (Sholikhin, Riyadlus, 2017). In addition, having a parking attendant can help reduce congestion due to illegal parking and ensure vehicles are parked in designated areas. The parking attendant has now become one of the people's livelihoods where the application of a parking attendant can increase individual income to meet the necessities of life and city income through a levy policy. (Bahariansyah, Muhammad Alfian Nasril, Krisnamurti Krisnamurti, 2021).

Parking attendants can ensure the vehicle is parked safely and prevent theft or damage to the vehicle. Guided by Law Number 32 of 2004 concerning Regional Government, it gives authority to regional governments in determining the supporting aspects of the amount of Regional Original Revenue (PAD). As for some of the rights and obligations that local governments have, namely to regulate and manage government affairs themselves, elect regional heads, regulate regional apparatuses, manage regional assets and collect regional taxes and regional levies. One of the regional levies that supports the amount of PAD is the levies for parking services on public roads (Article 21 of Law No. 32 of 2004 concerning Regional Government).

The government's important role in implementing parking attendants in Pekanbaru City is highly expected. In an effort to protect the public, the government uses mass communication, namely online media which is open in nature, meaning that the messages conveyed are not only addressed to certain groups but to everyone. The emergence of online media information from an event will be conveyed very quickly by media owners to the public through online media coverage (K. Romli, 2016). This is utilized by the Pekanbaru city government by submitting all policies and updates regarding the City of Pekanbaru on the official news site Pekanbaru.go.id. This is also used by one of the quite large online news sites in Pekanbaru, namely cakaplah.com, which turns out to be quite aggressive in publishing news related to JUKIR compared to other online media in Pekanbaru. However, guided by Law Number 40 of 1999 concerning the Press, the media or the press as a vehicle for mass communication, information dissemination and opinion formation must be able to carry out their principles, functions, rights, obligations and roles as well as possible. based on professional freedom of the press, so that it must receive guarantees and legal protection, and be free from interference and coercion from anywhere.

Based on the background of the research problem above, the researcher is interested in conducting research on Robert N. Entman's framing analysis model regarding the policy of implementing parking officers in the online media pekanbaru.go.id and online media cakaplah.com to see how the online media Pekanbaru.go.id online media cakaplah.com framing news before it is presented to the public. The concept of Robert N. Entman's framing is used to see the description of the selection process of a reality carried out by the media. Robert N. Entman is an expert who laid the foundations of framing analysis in media content studies.

Several similar studies have previously been carried out, including an analysis of news framing about government policies in handling the Covid-19 case (framing analysis of the Robert N. Entman model on the online media Koran.tempo.co March 2020 edition) of the

government's hesitancy in handling cases. Covid-19 Because there is no readiness, every policy made by the government does not seem to find success (Sofian & Lestari, 2021). Research on the implementation of the Banda Aceh City government policy regarding parking fees (study of increasing PAD City of Banda Aceh in 2012-2013) found that the implementation of the Banda Aceh City government policy regarding parking fees has not run optimally. (Liana & Hasan, 2018). And research on media and social criticism (analysis of news framing by street vendors from Cihideung, Tasikmalaya City in the public daily Kabar Priangan, the People's Group for the April-September 2017 period) found that HU Kabar Priangan put these four stories on the front page which he considered important, interesting, meaningful, and easy to remember. HU News Priangan also places street vendors as the cause of problems with agreements, while the government creates problems in terms of regulations which are criticized through the title to excerpts from interviews with sources which are highlighted as a form of criticism of the government for being slow in handling it. and managing Cihideung street vendors (Romadhon, 2019). The novelty of this research is the location, subject, object, media used, the amount of media analyzed, the theory used, and data analysis techniques in the research.

Method

This study uses qualitative analysis, the analytical tools used are in accordance with Robert N. Entman's framing analysis model to see how a media constructs reality and see how news is understood and framed before being presented to the public. From this study the researcher will obtain written data in a descriptive form that focuses on analysis that can explain how the online media pekanbaru.go.id and online media cakaplah.com frame an event. The subject of this research is reporting on the online media pekanbaru.go.id and online media cakaplah.com, while the object is the news content of parking attendants on the online media pekanbaru.go.id and online media cakaplah.com in the June 2023 edition. There are 6 news texts in the online media pekanbaru.go.id and 6 news texts in the online media cakaplah.com with a total of 12 news texts to be analyzed. This research was conducted by observing selected news and then analyzing the news to obtain research data.

Kriyantono in (Cabucci & Maulina, 2021) Framing is just framing an event. Framing analysis is used to find out the point of view or point of view used by journalists when choosing issues and writing news. According to Norris in (Qurniawati & Imam, 2015) Framing can be classified into two levels, namely thematic and episodic levels. At the episodic level it is projected to look for differences in the tendency of news discourse framing in certain time periods with other time periods, and at the thematic level it refers to the analysis of macro and micro structure framing.

Robert N. Entman is an expert who laid the foundations of framing analysis in media content studies. According to Sulistyowati (2021) Framing is an analytical technique to understand the journalist's perspective in seeing events in the field and also the media's perspective in selecting issues and writing news. Framing is seen as the placement of certain information that is considered important and gets a bigger allocation than other issues. Entman explained that there are two very important aspects in framing, namely, selecting issues and emphasizing or highlighting certain aspects of reality/issues. (Qurniawati & Imam, 2015).

Issue Selection, related to the selection of facts from the complete reality of an issue to

be the result of the selection to be presented. This process is a selection regarding the addition and publication of news so that not all parts of the issue are highlighted, but the result of choosing certain elements of an event by journalists. While the aspect of prominence, the selection of the use of words used in writing facts. After obtaining an event, certain words, sentences and images are selected that support the images and interests to be presented to the public (Hidayah & Riauan, 2022). Robert N. Entman formulates his framing concept into the following model:

Tabel 1. Framing Model Analysis Robert N. Entman

Stage	Fill in
Define Problem	How is an event/problem viewed? As a what? As what problem?
Diagnose Causes (estimate the problem or source of the problem)	this seems to be caused by? What is considered the cause of the problem? Who (actor) is considered to be the cause of the problem?
Making Moral Judgments (making moral decisions)	What moral values are presented to explain the problem? What moral values are used to legitimize or delegitimize an action?
Treatment Recommendations (emphasize completion)	What solutions are offered to overcome these problems/problems? What paths are offered and must be taken to overcome these problems?

Source: Eriyanto in (Hartono, 2019)

The data collection technique used in this study is the documentation method. According to Sugiyono (2018) documentation is a record of events that have passed, documentation can be in the form of pictures, writings, or someone's monumental work. Documentation is a data collection activity by reviewing literature, journals, books, articles, websites related to research titles which are then used as material for arguments. In this research, the documentation taken by the researcher is a collection of news about the June 2023 edition of JUKIR in the online media, Pekanbaru.go.id. and online media cakaplah.com. Presented in the following table:

Table 2. News Titles on the Implementation of Parking Officers (JUKIR) in Pekanbaru.go.id Online Media and the June 2023 Edition of online media cakaplah.com

NO	Issue date	Pekanbaru.go.id Online Media	Online Media Cakaplah.com
1.	June 01, 2023		1. Transportation Agency Pekanbaru keep it safe Two Jukir Involved Fights , Live Do this ...
2.	June 04, 2023	1. Berries supplies To Jukir , Dishub Pekanbaru Optimize Service Parking	
3.	June 05, 2023	1. Transportation Agency Affirm Jukir Not Can Quote cost Parking In gas station	
4.	June 07, 2023	1. Anticipate Wild Judge, Transportation Agency Pekanbaru Do Supervision Every Day	

5. June 08, 2023	1. Transportation Agency Do Effort This For Anticipation Interpreter Illegal Parking in Pekanbaru
6. June 09, 2023	1. Jikir _ So Field Work New For Inhabitant Pekanbaru 2. Respond Report Rider, 150 Jukir act Transportation Agency Pekanbaru 3. Transportation Agency Stand by Three Personal Every Subdistrict Anticipation Complaint Related Jukir
June 10, 2023	1. Transportation Agency Pekanbaru Record PAD Parking edge Road General Reach IDR 5.88 Billion
June 11, 2023	1. Anticipation Complaint Jukir , Dishub Pekanbaru Alert 3 Personnel Every Subdistrict
June 12, 2023	1. Transportation Agency Pekanbaru Hunts Persons Jukir challenge Bike Riders Fighting

Source: data processed by researchers (2023)

Results and Discussion

During early June 2023, the online media [Pekanbaru.go.id](https://pekanbaru.go.id) was quite active in covering news related to JUKIR. This means that news on government policies related to JUKIR is very important so that it is easy for readers to read and remember, as well as a form of emphasis or prominence of the news on that day (Dhaniel, 2021). The following is the framing of JUKIR policy reporting on the online media [Pekanbaru.go.id](https://pekanbaru.go.id) based on the Robert N. Entman model :

Defining the Problem , in reporting the JUKIR policy is a decision that has been determined by the Pekanbaru City Transportation Agency (DISHUB) by providing training to JUKIR regarding Minimum Service Standards (SPM) in public roadside parking services. Then ensure that there are no parking fees at retail located at Public Fuel Filling Stations (SPBU) . . While parking inside gas stations is a public facility. Likewise the toilets at gas stations which are public facilities (Kominfo8/RD2, 2023d). Furthermore, the Pekanbaru City Transportation Service through the Parking Technical Implementation Unit (UPT) continues to supervise the JUKIR. So as to create JUKIR as new jobs for residents with a middle to lower economy. Currently the number of JUKIR has reached 1,341 people. From the total number of JUKIR found, as many as 150 JUKIR people have been prosecuted by the Pekanbaru City Transportation Agency since the beginning of the year until now (June 2023) for making mistakes such as not giving tickets, not wearing vests, and wearing shorts (Kominfo11/RD5, 2023b), and through the UPT Parking, DISHUB continues to try to minimize public complaints regarding JUKIR individuals who are naughty and break the law.

The online media pekanbaru.go.id frames some of JUKIR's problems in Pekanbaru , because in essence mass communication is a tool that can spread messages simultaneously

and quickly to a wide and heterogeneous audience (Nurudin, 2014) . Based on the definition of the problem above, the government continues to implement the JUKIR policy with several solutions implemented. Online media is also known as cybermedia , internet media, and new media which can be interpreted as media presented online on internet websites (ASM Romli, 2012) . Furthermore, the online media Pekanbaru.go.id frames that the JUKIR policy is an indicator of the creation of roadside parking safety and prosperity.

Estimating the Causes of the Problem As for the cause of the problem of public complaints against rogue JUKIR individuals, there is a JUKIR that collects fees in the area of Public Fuel Filling Stations (SPBU) which should only be allowed in roadside areas. And it was found that JUKIR did not comply with the rules, namely not using the complete JUKIR attributes, and not providing parking tickets which should be JUKIR's main ingredients for collecting fees. Apart from that, there are also those who want to work as JUKIR due to difficult economic factors (Kominfo11/RD5, 2023a) . This was stated by the Head of UPT Parking DISHUB Pekanbaru City , Radinal Munandar :

"We received complaints from the public regarding parking. However, the complaint is the desire of the community to work as employees."

"We have deployed all the personnel to ensure that the jukir is official. This also answers people's complaints about the number of illegal jungkooks , "

Meanwhile, the online media Pekanbaru.go.id has begun to construct that roadside parking attendants are a complaint that worries the community and is a job opportunity for the lower middle class. The online media Pekanbaru.go.id reported that there was an illegal JUKIR and that there were people who wanted to work as JUKIR because economic difficulties were the cause of the problem. This explanation can be seen based on data findings from parties who are sources for the online media pekanbaru.go.id.

Based on this, **Make Moral Judgments or moral values** put forward by online media journalists Pekanbaru.go.id in the JUKIR policy, namely DISHUB provides training to JUKIR both directly in the field and in one place by presenting credible sources in the field. optimizing roadside parking services to the community (Kominfo8/RD2, 2023b). In line with what Yuliarso said as Head of Pekanbaru City Transportation Services, namely:

"Finally we held it at the hotel by presenting several speakers from traffic forums, academics, and from the Transportation Agency itself,"

"But if it's inside, there's no jukir , because it's a gas station facility. If there is a retail name in front, there is an ATM, and direct access to the road, there is a jukir , "

"So we make sure there are no jukir at gas stations, the same goes for toilets at gas stations, it's free,"

JUKIR is not available anywhere, such as toilets and petrol stations, free of charge. DISHUB urges the public to ask for a parking ticket from the clerk when using a parking service. DISHUB connects people who want to work as JUKIR to each area manager so that

they are placed in the location closest to where they live . And DISHUB provides supplies for routine patrols to JUKIR points whose job is to improve services (Kominfo8/RD2, 2023c). In line with Radinal's opinion Munandar :

"We appeal to the public, as conveyed by the Kadishub, so that people ask for parking tickets from officers when using parking services,"

"For residents who want to work as a jukir , we will connect them with the managers of their respective areas. This assistant is placed in the location closest to the place of residence, if possible,"

"From the beginning of the year until now, we have prosecuted about 150 jukir . Their mistake was not fatal."

"Most recently, apart from routine officers carrying out field surveillance, we also assigned three officers each in each sub-district. They are responsible for the jukir in their working area,"

" For example, at 11 pm there was a problem with the JUKIR, or someone complained. Our officers immediately came to the location,"

The moral decision that can be taken by the online media Pekanbaru.go.id regarding the implementation of public roadside parking attendants is that the people's economy is getting more difficult, therefore JUKIR as a job market needs to be formalized in order to regulate roadside conditions and minimize vehicle loss, therefore DISHUB provides provision to JUKIR both directly in the field and in one place by presenting sources from traffic forums, academics, and the Transportation Agency itself, of course, to routine patrols to task points to improve service.

As quoted from (Kusumaningrat, 2014) Edward Jay Friedlander et al in his book Excellence in Reporting explains that news is what we should know that we don't know. Framing analysis is content analysis or media text. **The Problem Resolution (Treatment Recommendation)** that is offered is in parking management, the agency cooperates with a third party, one of which is PT YSM and since this collaboration Regional Original Revenue (PAD) from public roadside parking services has increased rapidly, is more measurable and measurable. transparent because the daily revenue target has been set. must be deposited daily by a third party to the PEMDA. So the community is not obliged to pay if the jukir does not provide a parking ticket. Because the basis for collecting parking fees is a ticket and there is a target for receiving parking fees within 1 year. As stated by the Head of the Pekanbaru City Transportation Service:

"There is an income target that they have to deposit every day. This target is based on the potential that we have calculated with a team of experts. Third parties directly deposit into the local government account. So there is no cash deposit, it goes straight to the account according to the target set every day,"

"We beg the public, clerks who don't provide tickets should not pay. Therefore, ask them for a ticket, because the ticket has already been given to the clerk , "

DISHUB takes action against judges according to applicable regulations, if the judge has received a warning three times then he will be replaced. DISHUB alerts three officers who are responsible for 24 hours in their work area. They also ensure that the jukir is official, uses attributes and has a ticket (Kominfo8/RD2, 2023a). In line with what was conveyed by the Head of UPT Perkiran of the Pekanbaru City Transportation Service as a solution to the existing problems, as follows:

"When the driver arrives, they are greeted, served and sent home, reminding people to lock their vehicles. Don't forget that tickets are given out without being asked by the public. Because the basis for us to collect parking fees is tickets, "

"This year's parking levy revenue target is Rp 16.3 billion. Now revenue has reached Rp 5.8 billion since the beginning of the year,"

"They are required to wear this attribute while working. This is a sign that they officially become Pemko bodyguards Pekanbaru , "

"We want this public roadside parking service to be better. In accordance with the direction of the Head of the Transportation Service and the Acting Mayor of Pekanbaru to continue to provide the best service to the community, "

Then the online media pekanbaru.go.id emphasizes solving this problem by targeting receipt of parking fees within 1 year, and the Department of Transportation takes action against law enforcement officials according to applicable regulations so as to minimize the emergence of suspicion and discrepancies in the expectations of the parking attendant community and the government.

Likewise with the online media pekanbaru.go.id during June 2023, one of the quite large and well-known online media portals in Pekanbaru, namely **online media cakaplah.com** also often shows news related to JUKIR in Pekanbaru City. This is the benchmark for researchers to explore the meaning and view the news framing of the two online news sites. The following is a framework for JUKIR's policy coverage in online media cakaplah.com based on the Robert N. Entman model as follows:

Defining the Problem , in reporting on JUKIR policies on the media cakaplah.com it was found that the Parking Technical Implementation Unit (UPT) arrested two JUKIR for being involved in a brawl, illegal JUKIR was rampant until JUKIR violated the rules (Susanti, 2023c). Then the Regional Original Revenue (PAD) of Pekanbaru City from public roadside parking services has reached Rp. 5,88 billion, this achievement was calculated from the beginning of the year to the end of last May (Susanti, 2023e). Not only that, there were unscrupulous parking attendants who spoke harshly and even challenged motorbike riders to fight and in DISHUB's monitoring there have been 150 JUKIRs who have been prosecuted since the beginning of the year until now regarding compliance as JUKIR (Susanti, 2023f) . The online media cakaplah.com frames some of JUKIR's problems in Pekanbaru City , the government continues to implement policies against JUKIR with several implemented solutions.

The online media cakaplah.com frames that this JUKIR policy is an indicator of creating security and community welfare and by increasing PAD it can improve the economy

of the people of Pekanbaru City, especially JUKIR officers. The online media cakaplah.com has started informing that among the people of Pekanbaru City, parking attendants receive troubling complaints, besides that JUKIR has also had a significant impact related to increasing PAD. DISHUB also plays an important role in handling JUKIR cases and has the right to follow up on JUKIR that do not comply with the rules.

Estimating the Cause of the Problem (Causal Diagnostics), while the cause of the problem is estimated due to viral content on social media related to brawls between JUKIR members, the cause of the brawls is not due to land disputes, but rather a misunderstanding, as conveyed by Radinal as the head of UPT Perperkiraan Pekanbaru City:

"We have brought the officer concerned to the office for coaching. We will mediate between the two and we will solve the problem,"

"There was an incidental problem, because they were working on the ground. There was a misunderstanding. Now the two have reconciled and are back on duty,"

Next are public complaints regarding the services provided by parking attendants namely JUKIR does not give tickets, does not wear a vest while on duty and also does not wear trousers. Radinal also explained to the media crew:

"We from the Department of Transportation since the beginning of the year have taken action on approximately 150 parking attendants,"

"However, even if the error is not fatal, we will still act according to the applicable regulations. Because there are rules."

In addition, the JUKIR people spoke harshly and challenged the driver to fight because the JUKIR people did not give the driver a ticket and the driver did not want to pay because no one had been given a ticket (Susanti, 2023d). Furthermore, it is known that parking PAD has increased, in line with what was conveyed by Radinal as follows:

Although the difference is not much, parking revenue has increased. In April parking PAD was Rp 1.12 billion, while in May it was Rp 1.28 billion. There is an increase,"

The online media cakaplah.com in its reporting regarding the rise of illegal JUKIR, fights between fellow JUKIR and JUKIR who speak harshly and argue with consumers (drivers who will use parking services) as the cause of the problem. This explanation can be seen based on data and exposure from parties who are sources for online media cakaplah.com.

Next, **Make Moral Judgment** or morals The values put forward by journalists for the online media cakaplah.com in the JUKIR policy include the Team from the UPT Parking which is still carrying out supervision in the field, there are 30 personnel who carry out patrols to ensure that public roadside parking services run well and conditions in the field conducive. The UPT also conducts patrols to ensure that JUKIR carries out its duties in accordance with the Minimum Service Standards (SPM) and checks the completeness of JUKIR attributes and parking tickets, while officers from the UPT have been divided per sub-

district to carry out strict supervision. They checked the identity, attributes, and JUKIR tickets (Susanti, 2023b).

"We have deployed all personnel to ensure official jukir , this also answers public complaints regarding the number of illegal jukir ,"

Pekanbaru City PAD , and reduce leakage Pekanbaru PAD DISHUB at several parking points already use non-cash payments, with Electronic Data Capture (EDC) machines. Then three officers from the UPT Parking DISHUB Pekanbaru assigned to each sub-district are responsible for their work area, if at any time there are complaints or conflicts in the field by JUKIR, these officers come directly to the location to resolve it (Susanti , 2023a). And the public does not need to pay for parking if the parking attendant does not give parking tickets to consumers, as conveyed by the Head of the Pekanbaru City Parking UPT to the media crew:

"We appeal to the public, as conveyed by the Kadishub, so that people ask for parking tickets from officers when using parking services,"

"Usually when you've been punished once, you don't dare to make a mistake again. Because the first time we were secured, we would give administrative sanctions. The sanction states that if you have received three strikes, you will be replaced immediately. So they don't do it anymore."

"We assign each of the three officers in each sub-district. They are responsible for the jukir in their working area. If there is an incident related to parking problems, they are responsible."

"For example, at 11 pm there is a problem with the officers, or someone complains. Our officers immediately came to the location."

"If the clerk doesn't give you a ticket, don't pay. It means free"

The moral decision taken by the online media cakaplah.com regarding the implementation of public roadside parking officers is an effort made by the DISHUB to routinely carry out patrols to secure naughty JUKIR and ensure that every JUKIR is official and obeys government regulations and strives for the welfare of the people of Pekanbaru City by installing JUKIR to securing the vehicle and minimizing the loss of the vehicle.

Problem Resolution (Treatment Recommendation) offered on online media cakaplah.com, namely the Team from UPT Parking came to the location to reach out to JUKIR who was carrying out the fight. The public may not pay if the parking attendant does not provide a parking ticket . JUKIR is already wearing trousers and attributes. Attributes such as vest, identity card and parking ticket. Likewise in the sanctions related to the JUKIR world, it has been stated that if there have been three warnings for the mistake of a parking attendant, then the JUKIR will be replaced immediately. Listed in the following news text:

"Today we also received reports from social media regarding this matter. We immediately moved to the location. From the information submitted by the officer, he is currently on duty at Alfamart. Road Carambola ,"

"This morning we went straight down to the location and it turned out that the Jukir people were on the night shift. We are currently looking for a house. And if tonight we don't get it we will return to the location again, because our reconnaissance also lasts until night,"

"That's why we called and thank God it was over. We both gave suggestions and made statements, we have apologized to each other,"

"When the driver arrives, they are greeted, served and sent home, reminding people to lock their vehicles. Don't forget that tickets are given out without being asked by the public. Because the basis for us to collect parking fees is tickets, "

"They are required to wear this attribute while working. This is a sign that they officially become Pemko bodyguards Pekanbaru ,"

"But the most important thing is attributes such as vests, id cards and tickets. That's a sign they are official judges, "

"Drivers may not pay if they do not provide a parking ticket. Because this is also one of the complaints that people often convey to us, "

"We want this public roadside parking service to be better. In accordance with the direction of the Head of the Transportation Service and the Acting Mayor of Pekanbaru to continue to provide the best service to the community, "

The quotations above are a form of problem-solving effort that is framed by the online news site cakaplah.com based on the reality of interviews with sources where the determination of these sources is the right relay as the right liaison to find common ground between the government and the community so as to minimize the double meaning of JUKIR in Pekanbaru City . Based on the results and discussions that have been analyzed by the researchers , it was found that the content similarities between the news presented by the online media Pekanbaru.go.id and the online media cakaplah.com can be seen in the following table:

Table 3. Recap of Equations of Content Analysis of News Text Framing Policy Implementation of JUKIR on online media, the news site Pekanbaru.go.id and online media cakaplah.com

Units of Analysis	Analysis
Define Problem	1. The UPT parking team supervises and minimizes public complaints regarding JUKIR 2. In the monitoring of the Transportation Agency, there have been 150 jukir who have been prosecuted since the beginning of the year until now regarding compliance as JUKIR.
Cause Diagnostics	1. Public complaints against rogue JUKIR and illegal JUKIR members in Pekanbaru City 2. There are JUKIR who do not comply with the rules.

Making Moral Decisions	1. DISHUB urges the public to ask JUKIR for a parking ticket when using a parking service. 2. Three officers from the UPT Parking DISHUB Pekanbaru who are responsible for their work area 3. Ensuring official JUKIR related to task implementation (according to SPM, completeness of JUKIR attributes, and parking tickets) 4. The UPT conducts routine surveillance and patrols to the JUKIR point whose job is to improve service.
Treatment Recommendations	1. There is an increase in PAD by cooperating with third parties, one of which is PT YSM or using non-cash payments, namely with Electronic Data Capture (EDC) machines. 2. The community is not required to pay if the jukir does not provide a parking ticket. Because the basis for collecting parking fees is a ticket. 3. The Transportation Agency will take action against the management according to the applicable provisions, if the management gets a warning three times, they will be replaced. 4. The Transportation Agency has alerted three officers who are responsible 24 hours in their working area. They also ensure official jukir , use attributes and have tickets.

Source: data processed by researchers (2023)

Based on the results of the analysis that has been carried out by researchers using the Robert N. Entman framing device , the framing carried out by the online media Pekanbaru.go.id and online media cakaplah.com there are some similarities in the contents of messages in news texts that are presented with reference to the opinions of sources that the same, namely the Head of the Pekanbaru City Transportation Service and the Head of the Pekanbaru City Parking Technical Implementation Unit (UPT). The framing of the two media is the policy of the government implementing parking attendants (JUKIR) in Pekanbaru City explaining the causes and effects, triggers, and handling of illegal or unofficial parking attendants.

In defining the problem, the online media pekanbaru.go.id and online media cakaplah.com began to construct that roadside parking attendants were a complaint that disturbed the community so that supervision was carried out by the UPT parking team, and at the beginning of the year so far 150 JUKIR were found to have been followed up by the DISHUB related to compliance as JUKIR. In the online media pekanbaru.go.id and online media cakaplah.com in their reporting regarding the existence of rogue JUKIR and illegal JUKIR in Pekanbaru City which triggered brawls and the rise of JUKIR who did not obey the rules were suspected as the cause of the problem (cause diagnosis). This explanation can be seen based on exposure, testimony, data findings from parties who are informants in the two media that have been analyzed by researchers.

The moral decision (make moral judgment) framed by the online media pekanbaru.go.id and online media cakaplah.com regarding the application of public roadside parking officers, namely the public is urged by the Pekanbaru City Transportation Agency to ask JUKIR for a parking ticket when using a parking service because a parking ticket is a ticket for JUKIR to collect a parking fee. Furthermore, UPT DISHUB Parking is fully

responsible for JUKIR and ensures that JUKIR is official regarding the implementation of tasks (according to SPM, completeness of JUKIR attributes, and parking tickets) as well as routine monitoring of JUKIR points whose job is to improve JUKIR services.

Then the online media pekanbaru.go.id and online media cakaplah.com emphasize problem solving (recommendation treatment) with efforts to increase PAD by cooperating with third parties, one of which is PT YSM or using non-cash payments, with Electronic Data Capture (EDC) machines. Furthermore, JUKIR will be dealt with by DISHUB if it is not in accordance with the applicable regulations, and if JUKIR has received a warning three times, JUKIR will be replaced and DISHUB is also authorized to take action and ensure that the official JUKIR is in accordance with the existing SPM in order to minimize the emergence of suspicion and mismatch of expectations society towards parking attendants and the government.

Conclusion

From the analysis conducted on the online media pekanbaru.go.id and online media cakaplah.com regarding the news on Parking Officers (JUKIR) in Pekanbaru City, it can be concluded that the two media have the same focus in raising this issue. They highlighted government policies regarding JUKIR, looked for causes of problems, made moral judgments, and provided recommendations for solving problems by presenting public complaints regarding bad behavior and non-compliance from individual JUKIR, as well as the importance of supervision and enforcement from the Pekanbaru City Transportation Service Agent. They also highlighted the number of JUKIR that DISHUB has demanded for their compliance.

The two media convey values such as the importance of providing JUKIR, the need for the public to request parking tickets when using parking services, as well as the responsibility of the Department of Transportation and UPT Parking in ensuring compliance and improving JUKIR services. The two media also provide recommendations for solving problems, including efforts to increase local revenue (PAD) through collaboration with third parties and the use of non-cash payments. They also stressed the importance of taking action against JUKIR who violated the rules, including replacing the JUKIR after receiving three warnings.

Overall, the two media have similarities in framing news about JUKIR in Pekanbaru City. This provides a comprehensive picture to the public regarding the JUKIR situation in Pekanbaru City and the steps taken by the government to overcome this problem. As for the online media pekanbaru.go.id and online media cakaplah.com, they frame the government's wise stance in handling the JUKIR case, but there needs to be consistent coordination and review of JUKIR in Pekanbaru, Pekanbaru City.

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