
DIGITAL MEDIA COMMUNICATION

Political Reality in Print Media (Framing Analysis of the Golongan Karya Party, Maluku Province, in the Morning Ambon Ekspres and Kabar Timur Daily)

Said Lestaluhu^{1*}, La Jaali²

¹Communication Studies Program FISIP Pattimura University Ambon,
saidlestaluhu16@gmail.com, Indonesia

²Communication Studies Program FISIP Pattimura University Ambon,
lajaali1974@gmail.com, Indonesia

Abstract

This type of research is qualitative descriptive research focusing on framing the reporting of the Xth Deliberation of the *Golongan Karya* Party. This research will be conducted at the Ambon Ekspres Morning Daily Media and the Kabar Timur Daily as the object of research; the research plan will be carried out in July 2020. The author uses two data sources, namely primary data from news texts about the Xth deliberation of the *Golongan Karya* Party, Maluku Province, by Daily Morning Ambon Ekspres and Kabar Timur editions of February 28 - March 09, 2020. Data analysis used in this study used the Robert Entman framing model analysis. This model divides into four ways: Define problems, Diagnose Causes, Make Moral Judgments and make Treatment Recommendations. The study results show that the Ambon Morning Express Daily is a framing process carried out through reporting, which tends to elevate the deliberation process to the Xth of the Golkar Party, Maluku Province, as a political event. It tends to highlight facts about the support of all DPD II and wing organizations as owners of voting rights who have given a mandate to Ramly Umastugi in his candidacy as Chair of the Maluku Golkar Party DPD. Ramly is imaged as one of the best cadres of the Golkar Party who has so far been successful in making Buru Regency a voice granary for the Golkar Party in Maluku, which is expected to become later an example of Golkar's progress at the provincial level.

Keywords: Political reality; Print Media; Framing Analysis.

Introduction

The role of the mass media in social life, especially in modern society, has played an important role, not just a means of diversion, tension release or entertainment. Still, the content and information presented significantly affect social processes. On the other hand, the existence of the media also carries out various activities of the press as it is the basic tenet of the Declaration of human rights, as well as Article 28 of the 1945 Constitution. Freedom of the press is at the heart of every statement of the journalistic code of ethics that respects the role of the press (Hakim & Jayanti, 2022).

Besides, an opportunity for the media and journalists to make choices and play a role. Active participation (participant) who takes sides or plays a neutral role in society. Cohen (1963) stated that there is a difference between actors and neutral roles by putting forward two concepts of the role of

reporters; the first is the concept of a neutral reporter, which refers to the idea of the press as news giver, the interpreter, in this case, the press places itself as a channel or mirror, the second is the concept of the role of actor. as well as what is known as the traditional fourth estate in the sense of the press as representatives of the public, critics of the government, policy supporters and policymakers.

The job of mass media workers is basically to construct reality. Media content results from workers constructing the various realities they choose, for example, political realities. According to Hamad, as quoted by Sobur (2012), in general, three actions are usually carried out by mass media workers (everyone who works for a media organization), especially by mass communicators (some media workers who are responsible for the editorial of a media), when carrying out the construction of reality which ends in the formation of meaning or image of a power (Ismail et al., 2021).

With its power, the mass media also indicates to the public what is the main issue today and what is reflected in what is perceived by the public as the main issue; this phenomenon is referred to as "agenda setting" (McQuail, 2011). Dearing and Rogers define this process as "the ongoing competition among protagonist issues for the attention of media workers, the public, and policy elites. Further moving towards the general notion that media direct attention and shape cognition leads to actual image formation in which it is increasingly uncertain whether such effects occur (McQuail, 2011). The media does not only depend on news events, but it has the responsibility to lead people through agendas that can open the minds of a wide audience (Cangara, 2013).

In connection with the above conception, the author is interested in the phenomenon of news coverage by the Ambon Ekspres Print Media and Kabar Timur about the Xth Regional Conference of the Golongan Karya Party, held in Ambon City. The various agendas that became the activities of carrying out these activities were widely covered with various points of view constructed by the print media in the city. One of the very strategic agendas of the Maluku Golkar Party is related to the election of the Chairperson of the Golkar Party DPD for the 2020-2025 period. According to the author, each print media provides face-to-face portions and coverage in reconstructing political realities in the regional deliberation agenda of the Golkar party.

As it is known, the results of the evaluation of the election for the Governor of Maluku for the 2019-2024 period and the 2019 legislative election illustrate that the Golkar Party experienced a gloomy episode, where several local and national political agendas experienced total failure, among these failures was the non-election of the Incumbent Candidate for the Governor of Maluku Said Assegaf who is also the Chairperson of the Golkar Party DPD in the election of the Governor and Deputy Governor of Maluku in 2018. This defeat was a serious blow to all DPD officials for the Provincial Golkar Party and City Regency DPD. If we take a closer look, several Golkar cadres have become regents and mayors in several areas within the Maluku province. It became the basic capital for the candidate's victory carried by the Golkar Party in the gubernatorial election. Likewise, with the momentum of the legislative elections, the Golkar Party still needs to maintain its political tradition. So far, from the New Order era to the reform era, it has always succeeded in placing its best candidate as a Member of the Indonesian Parliament.

According to the author, several factors which became factors of failure were the matter of organizational consolidation that was not optimal, causing internal divisions based on party elites and their factionalization. Besides, the leadership factor has yet to be able to maximize all the potential resources owned by the Golkar party. Because of this, the 10th Regional Conference of the Golkar Party, which was held in Ambon City, became a magnet for the various print media in Ambon City to cover and give meaning to the political realities that occurred. Especially those related to the election agenda for the Chair of the Golkar Maluku DPD for the 2020-2025 period.

The political events of the Xth Regional Conference of the Golkar Party attracted the attention of the mass media as material for coverage. It is because there are two interrelated factors. Hamad (2004) describes these two factors: first, politics is now in the era of mediation (politics in the age of mediation), where it is almost impossible to separate political life from the mass media. Moreover, politicians try to attract the attention of journalists so that the media cover their political activities. Nimmo (in Hamad, 2004) states that political events are always newsworthy. Political communication aims to form public opinion and explain the relationship between political communication and public opinion.

This aligns with the facts from February 28 to March 09, 2020, when various print media in Ambon intensely covered and reported on the Golkar Party's regional deliberation activities. According

to the author's observations, the Ambon Morning Daily print media Ekspres and Kabar Timur Daily have opposing agendas or news portions.

With its reporting portion, the morning Ambon Ekspres daily featured Ramly Umasugy, the Buru district head, as a candidate for the Golkar Party DPD chairman. On the other hand, the Kabar Timur Daily tended to promote the mayor of Ambon, Richard Louhenapessy, as a strong candidate for chairman of the Golkar Party DPD chairman. As the initial data that the author obtained, in the issue of Monday, March 02, 2020, on the Head Line (Front Page), there was a 25 x 11 Cm (3/4 Front Page) photo with the title "RU Declaration of Nomination for Golkar Chairman," and on March 03 with the Head Line "Ramly Determined to Restore Golkar's Glory." While in the March 05, 2020 edition, the Kabar Timur Daily reported with the Head Line: Ramly Umasugi Tenggelam, and on March 06, 2020, with the RL title, there is a chance, RU Thin.

Theoretical Framework

Theoretical framework contains the used theories as the basis of research and the initial hypothesis. The theories can be cited from scientific articles, articles in journals, textbooks, or other sources of scientific writing. The theories will be used to provide state of the art of your manuscript according to the research problems that have been proposed. The main theory that is used is the theory related to communications. Other needed theories to solve research problem(s) can be discussed to support the main theory.

Mass Communication Theory

When a community talks about issues related to politics, the role of the mass media cannot be ignored as a channel for political messages. The mass media can influence the formation of social structures and political participation of society to create a more democratic political system. This role places the mass media as a channel that effectively powers politicians to influence voters in decision-making.

According to Gurevitch and Blumer, the strength of the media comes from three things, namely structural, psychological and normative (Nasution, 1990). The structural roots of the power of the mass media for politicians, their size and composition will not be found in other types of media in obtaining a large number of audiences. Historically, the increasing role of the mass media in politics lies, among other things, in the involvement of the audience to a certain level, which has generally been successful in overcoming the obstacles previously faced, for example, the low level of education and the lack of interest in politics. Meanwhile, the psychological roots of the power of the media originate in the credibility and confidence people have obtained from members of their respective audiences. The mass media has independent technological instruments and products that can reach the middle of society in large numbers.

The influence of the mass media studies a lot about the media segment (a program, type of program, certain types of media content) affecting individuals. Several communication theories can be used as a reference to see the might of the mass media with political activity, including:

Agenda Setting Theory

The Agenda Setting theory was introduced in 1972 by Maxwell McCombs and Donald L. Shaw from the University of North Carolina School of Journalism through their writing *The Agenda Setting Function of the Mass Media* (Ardianto, 2004). The two experts are interested in seeing whether voters' opinions on issues that are seen as particularly important are shaped by the amount of news coverage on these issues. From the results of the research, McCombs and Shaws found a correlation between the issues raised by the media and issues considered important by voters. This theory recognizes that the media influence audiences in general elections by broadcasting news, issues, images, and the candidates' appearance. By highlighting issues, images and certain characteristics of candidates, the media also contributes significantly to constructing public perceptions in decision-making, whether to vote, who to vote for, and what matters need to be discussed by the public.

McCombs (in Ardianto, 2004) gave an example that society is usually a vacuum and static under certain conditions. Under these conditions, the media can make decisions by exposing issues that the public needs to think about. For example, how can the media excite people to be interested in exercising their right to vote in elections? Here the media is not only dependent on news events (news events), but the media has a responsibility to lead people through agendas that can open their minds.

The Agenda Setting theory assumes that the mass media screens the news, articles or writings that will be broadcast. Selectively, "gatekeepers" such as editors, editors, and even journalists determine which are newsworthy and which must be hidden. Each incident or issue is given a certain weight by the length of presentation (space in the newspaper, time on television and radio) and the way of prominence (size of the title, position in the newspaper, frequency of broadcast, position in the newspaper, position in broadcast time). Because readers, viewers and listeners obtain most of their information through the mass media, the media agenda is certainly related to the public Agenda. The community agenda is known by asking community members what they think, what they talk about with other people, or what they consider a problem currently attracting the community's attention.

The mass media also plays a role in political socialization from one generation to the next. McQuail (1995) says that media institutions carry out the production, reproduction and distribution of knowledge, namely in the sense of a series of symbols regarding the experience of social life. Atkin (in Nimmo, 2000) notes that socialization criteria are categorized into cognitive, affective and behavioral dimensions. In particular, cognitive effects include awareness and knowledge gained from news media content. The practical effect includes the level of evaluation regarding political actors, institutions and interests in public matters. Behavioral effects include communication between charms regarding political matters, campaign participation and general elections.

Robert Entman's Framing Model Analysis

Framing has important implications for political communication. Because framing plays a major role in asserting political power, and the frame in a news text is a printed power, it shows the identity of the actors or interests competing to dominate the text. According to Robert Entman, the concept of framing consistently offers a way to reveal the power of a communication text. Framing analysis can appropriately explain the influence on human consciousness forced by the transfer of information from a location, such as speeches, sayings/expressions, news reports, or novels (Yusriyah & Ohorella, 2022).

Robert N Entman sees framing in two major dimensions: the selection of issues and the emphasis or prominence of aspects of reality. These two factors can sharpen news framing by selecting issues worthy of being displayed and emphasizing the news content. The journalist's perspective will determine the facts he chooses, highlights, and discards. Behind all of this, the decision-making regarding which side is highlighted certainly involves the values and ideology of journalists involved in the news production process.

Framing includes selection and highlighting. Creating a frame is selecting several aspects of an understanding of reality and making them more prominent in a text that is communicated in such a way as to promote a specific problem definition, causal interpretation, moral evaluation, and recommended handling it.

According to Robert Entman, quoted by Eriyanto (2011), framing analysis states that what we do first is to see how the media constructs reality. According to Robert Entman, the conception of framing basically refers to the provision of definitions, explanations, evaluations, and recommendations in a discourse to emphasize a certain frame of mind for the events being discussed. There are four stages in framing a story, namely:

1. **Define Problems.** Problem identification is the first element that can indicate framing because this element is the most important master frame. It emphasizes how events or issues are understood. The same event can be understood differently. And these different frames will lead to different formed realities.
2. **Cause diagnosis.** This element estimates who is considered to be the cause of the problem. This will be further and closely related to what (what), who (who) because in this element, the public can see who is the cause of the problem as well as what causes it as an important part. How events can be understood will determine what and who is the source of the problem. If who is understood differently, it causes what is also understood differently.
3. **Make moral judgments.** Make moral choices. This element is used to justify or assess the events that occurred. When the problem has been identified and the cause is known, a strong argument is needed to support the general idea. In making this moral choice, one must use a symbol or language generally agreed upon by the audience.
4. **Treatment recommendation.** This element emphasizes problem-solving and offers or justifies a way of solving problems and predicting results. This section is used to assess what

journalists do. Which option to use to solve the problem? The solution depends on how it is seen and what is seen as the cause of the problem.

Material and Methodology

This type of research is a qualitative descriptive study focusing on the issue of reporting on the Xth Deliberation of the Golongan Karya Party. Qualitative descriptive research is a researcher who describes the construction of the reality of socio-political conditions in the mass media based on facts and data. This research will be conducted at the Morning Ambon Ekspres Daily Media and the Kabar Timur Daily as the object of research; the research time plan will be carried out in July 2020. To obtain data, the author uses two data sources, namely primary data in the form of news text about the Xth deliberation of the Golongan Karya Party of Maluku Province by the Ambon Morning Express Daily and Kabar Timur editions of February 28 - March 09, 2020. Then secondary data are sources that do not directly provide data to data researchers, for example, through other people or documents. Secondary data was obtained from various sources to complete the research. Secondary data is obtained in ready-made (available) form through publications and information issued by various organizations or companies, journals, and other research carried out previously. Some of them are in the form of books and research results. Data analysis is an effort made by working with data, organizing data, sorting it into something that can be processed, intensifying it, looking for and finding patterns, finding what is important and what is learned, and deciding what others can tell. The data analysis step will go through several stages: data collection, data analysis, and data framing. This data analysis is in the form of narratives from research results that aim to answer research problems.

Result and Discussion

In this research, we use Robert Entman's framing analysis, which divides it into four major parts: Define problems. Problem identification is the first element that can show framing because this element is the most important master frame. It emphasizes how events or issues are understood. The same event can be understood differently. And these different frames will lead to different formed realities.

Diagnose Causes (estimate the problem or source of the problem); this element estimates what is considered to be the cause of the problem. This will be further and closely related to what (what), who (who) because in this element, the public can see who is the cause of the problem and what causes it as an important part. How events can be understood will determine what and who is the source of the problem.

Make Moral Judgments (make moral decisions), make moral choices. This element is used to justify or assess the events that occurred. When the problem has been identified and the cause is known, then a strong argument is needed to support the general idea. Treatment Recommendation (emphasizing completion), this element emphasizes solving problems and offering or justifying a way of solving problems and predicting the results. This section is used to assess what journalists do. Which option to use to solve the problem?

Based on the search results through data collection/news on the Morning Ambon Express and Kabar Timur Daily, the researcher collected newspaper data and selected news related to the Xth Deliberation of the Golkar Party DPD Maluku Province. The number of news that the researchers managed to collect from newspaper data, namely news from February 28-March 9, 2020, can be seen in the following table:

Table 1.
Ambon Express News About the X Deliberation
DPD Golkar Party Maluku Province

No	Publication Time	Page	News Title
1	Monday, March 02, 2020	Headline	RU Declaration of Candidacy for Golkar Chairman, Admits Respect for Louhenapessy
2	Tuesday, March 03, 2020	Headline	Ramly Determined to Restore Golkar's Glory
3	Wednesday, March 04, 2020	Headline	Are there attempts to block Ramly? The Golkar meeting was postponed

4	Monday, March 09, 2020	Headline	Acclamation, Ramly Leads Golkar
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Source: Primary Data.

Based on the research sample the authors proposed above, these titles have great attention and attractiveness to a wide audience. There are four news reports that, according to the dominant author, describe how the Morning Ambon Ekspres daily framed the Xth Deliberation of the DPD Golkar Party Maluku Province to shape public opinion towards certain political actors.

In the following, four aspects of Robert Entman's framing will be presented based on the Ambon Ekspres news sample chosen by the author as material for analysis:

Table 2.
**Headline Frame: RU Declaration on the Candidates for Golkar Chairman,
Confess Respect for Louhenapessy**

No	Ambon Ekspers Framing Scheme (02 March 2020)	
1	<i>Define Problem</i>	Golkar Maluku is already at the point of degradation, which is quite apprehensive; the party's achievements are declining
2	<i>Diagnose Causes</i>	The loss of seats in the DPR RI, the defeat of the Incumbent Governor Candidate from the Golkar Party
3	<i>Make Moral Judgement</i>	Ramly restored Golkar's glory with the tagline "New Energy."
4	<i>Treatment Recommendation</i>	Ramly has secured the support of 13 voters owners (10 Regency DPD + AMPI, Al-Hidayah & SOKSI)

Source: Primary Data.

From the framing scheme table for the Headline: RU Declaration on the Candidates for Golkar Chairman, Confessing Respect for Louhenapessy, Robert Entman's framing analysis can be put forward as follows: The Define Problem, highlighted by the Ambon Morning Express Daily, is very clear and easy for readers to understand. The issues raised or highlighted are around the condition of the Golkar party, which is getting worse and is already at the point of degradation, which is quite apprehensive; the party's achievements are declining, so it requires a figure who is able to save the Golkar Party in Maluku from the downturn it has experienced so far.

Diagnose Causes; Ambon Morning Express Daily explained that the cause or problem for the worsening condition of the Golkar party was marked by the loss of seats in the DPR RI which had been a regular for the Golkar Party in every election since the New Order and the current Reform era. Then another issue that was highlighted was the defeat of the Incumbent Governor Candidate from the Golkar Party in the Election of Governor and Deputy Governor of Maluku for the 2019-2024 period.

Make Moral Judgment Ambon Morning Daily Ekspres made a moral decision by stating that Ramly Umasugy was able to restore Golkar's glory with the tagline "New Energy." Golkar party in the future together. This news shows that there is an effort that Ambon Ekspres wants to frame Ramli Umasugy as one of the best young cadres and has great respect for seniority among the Golkar Party.

Treatment Recommendation, the contents of the Ambon Ekspres morning daily news on the March 02, 2020 edition in the closing section highlight and explain that Ramly Umasugy, as a Candidate for Chair of the Golkar Maluku DPD, has pocketed the support of 13 Suara owners consisting of 10 DPD II Golkar throughout Maluku, as well as support from wing organizations, namely Indonesian Renewal Youth Force (AMPI), Maluku Al-Hidayah Study Program and Indonesian Self-Working Organization Center. This support was made in writing and signed by each Chair and Secretary of the DPD II Golkar Party with a wet stamp. According to the authors of the recommendation treatment highlighted by Ambon Ekspres, it shows that Ramly Umasugy is worthy of becoming the strongest candidate for chairman of the Golkar Maluku DPD for the 2020-2025 period as a form of building public trust in the person concerned.

Next is the framing carried out by Ambon Ekspres in the news edition on March 03, 2020, with the title: Ramly Determined to Restore Golkar's Glory can be seen in the following table:

Table 3.
Frame Headline: Ramly Determined to Restore Golkar's Glory

No	Ambon Ekspers Framing Scheme (03 March 2020)	
1	<i>Define Problem</i>	Reclaiming the Glory of the Golkar Party, which has been in a very bad position lately
2	<i>Diagnose Causes</i>	Conducting a Discussion Forum attended directly by Ramli Umasugy, the Success Team and Academics
3	<i>Make Moral Judgement</i>	Ramly restored the glory of the Golkar Party with the motto, "Let's take it back, bro."
4	<i>Treatment Recommendation</i>	Ramly's track record has been tested by making Buru Regency a vote barn for the Golkar party in Maluku.

Source: Primary Data.

From the framing scheme table for the Headline: Ramly Determined to Restore Golkar's Glory, Robert Entman's framing analysis is as follows: The Define Problem, highlighted by the morning daily Ambon Express, is clear and easy for readers to understand. The problem that was raised or highlighted was how the Maluku Golkar Party wanted to recapture the party's glory, which had recently been in a deep slump.

Diagnose Causes, Ambon Morning Express Daily conducted a public discussion forum which was attended by Ramli Umasugy with the Success team and Academics, as a way to identify how to see problems and respond to the needs and challenges of the Golkar Party in the future.

Make Moral Judgment, Ambon Morning Daily Ekspres made a moral decision by stating that Ramly Umasugy was able to restore the glory of the Golkar Party with the motto "Let's take it back, man" some of the content reviewed was about Ramly's strategy to win, namely carrying out tiered consolidation of all party structures in 11 Regencies/cities, one of which is by making direct touches to the community. Pak Ramli Umasugy's political success in the Buru district must be applied at the provincial level.

Treatment Recommendation, the contents of the Ambon Ekspres morning daily news on the March 03, 2020 edition in the closing section highlight and explain that Ramly Umasugy being proposed as a Candidate for DPD Chair of the Golkar Party Maluku is the right choice because he has a good Track Record and has been tested by making the Regency Buru as a vote barn for the Golkar party in Maluku.

Next is the framing carried out by Ambon Ekspres in the news edition on March 04, 2020, titled: Are there efforts to stop Ramly? Can be seen in the following table:

Table 4.
Headline Frame: Are there any attempts to block Ramly?

No	Ambon Ekspers Framing Scheme (04 March 2020)	
1	<i>Define Problem</i>	The X th Golkar Party Conference has been postponed
2	<i>Diagnose Causes</i>	Delaying the Musda is a subtle way for the DPP to block Ramly Umasugy as a strong candidate for chairman of the Golkar Maluku DPD.
3	<i>Make Moral Judgement</i>	The delay occurred because of Airlangga Hartarto's busyness as General Chair of the Golkar Party and Coordinating Minister for the Economy of the Republic of Indonesia; other regions had several media agendas.
4	<i>Treatment Recommendation</i>	The DPP decided the Maluku Golkar Party meeting would be held on 8-9 in Ambon.

Source: Primary Data.

From the table of the framing scheme to the Headline: Is there an attempt to block Ramly?, Robert Entman's framing analysis can be put forward as follows: The Define Problem, which is highlighted by the Morning Ambon Express daily, is very clear and easily grasped by readers, namely the Agenda for the Golkar Party Conference which was originally set by the Committee on March 04, 2020, to be postponed in Ambon. This then led to various issues and speculations in the public space, both within the Golkar party and the general public.

Diagnose Causes, Ambon Morning Express Daily reported that several issues circulating widely in the community were that the postponement of the Xth Musda was a subtle way for the DPP to block Ramly Umasugy as a Strong Candidate for chairman of the Golkar Maluku DPD because he is the only candidate who has fulfilled the requirements, with pocketed several recommendations from DPD II Golkar Party districts throughout Maluku as well as the wing organizations that founded the party and those founded by the Golkar Party.

Make Moral Judgment, Ambon Morning Daily Ekspres made a moral decision by highlighting the news stating that the postponement of the Xth Musda of the Golkar Party Maluku occurred due to the busyness of Airlangga Hartarto as General Chairperson of the Golkar Party DPP and as Coordinating Minister for the Republic of Indonesia's Economy, as well as the presence of several regional deliberations agendas Golkar parties in other areas, are very crowded, this is based on information submitted by the Chairperson of the 10th Musda Committee for the Maluku Golkar Party and the Head of the Winning Team Ramli Umasugy.

Treatment Recommendation, the contents of the Ambon Ekspres morning daily news to the DPP explained that the decision of the Xth deliberation of the Maluku Golkar Party based on the results of the coordination of the Chair of the Committee and the Chair of the Maluku Golkar Party DPD found a bright spot that the regional meeting would be held on 6-7 in Ambon.

From the entire reporting carried out by Ambon Ekspres, it can be seen that there was a framing process carried out, this can be seen that the tendency of the reporting carried out by Ambon Ekspres is to highlight aspects of the figure of Ramly Umasugi as a figure who has very strong political support throughout the DPD II districts that are in the Maluku Province region, as well as a figure who has a track record as one of the very successful politicians from the Golkar Party at the Regency level, so it is hoped that he will be able to convert his success in Buru Regency to the Provincial level.

Framing Results and Interpretation on Kabar Timur Daily Reporting

Based on the search results by collecting data/news from the Kabar Timur Daily, researchers collected and selected news related to the Xth DPD Golkar Party Maluku Province Deliberation. The number of news stories that the researchers managed to collect from newspaper data was news from February 28 to March 09, 2020, as can be seen in the following table:

Table 5.
Kabar Timur News About the Xth Deliberation
DPD Golkar Party Maluku Province

No	Publication Time	Page	News Title
1	Friday, February 28, 2020	Headline	RU Train Maneuver Meets Airlangga "Buntu"
2	Wednesday, March 04, 2020	Headline	The Golkar Musda was postponed again, and the New Scheme of the DPP "Transactional" Politics of the RU
3	Thursday, March 05, 2020	Headline	Ramly Umasugy "DOWNING"
4	Friday, March 06, 2020	Headline	RL Chance, RU Thin

Source: Primary Data.

Based on the research sample the authors proposed above, these titles have great attention and attractiveness to a wide audience. There are four news stories that, according to the dominant author, describe how Koran Kabar Timur framed the X Deliberation of the Golkar Party DPD Maluku Province to form a public opinion towards certain political actors. In the following, four aspects of

Robert Entman's framing will be presented based on a sample of the Kabar Timur news selected by the author as material for analysis:

Table 6.
Headline Frame: RU Carriage Maneuvers Meet Airlangga “.Deadlock”

No	Kabar Timur Framing Scheme (February 28, 2020)	
1	<i>Define Problem</i>	RU is temporarily maneuvering towards Pak Ketum. Several DPD II officials were brought to Jakarta.
2	<i>Diagnose Causes</i>	RU is the only candidate figure for the chairmanship of the Golkar Maluku DPD who is considered "royal" to win support.
3	<i>Make Moral Judgement</i>	Golkar Maluku needs a figure with complete experience who is not oriented toward building a political "dynasty."
4	<i>Treatment Recommendation</i>	All decisions of the Ketum are based on potential; the experience of figures will be a top priority to restore the glory of Golkar in Maluku.

Source: Primary Data.

From the framing scheme table for the Headline: RU Carriage Maneuvers Meet Airlangga "Buntu," Robert Entman's framing analysis can be put forward as follows: The Define Problem, highlighted by Kabar Timur Daily, is very clear and easy for readers to understand. The issue that was raised or highlighted was around the postponement of the Maluku Golkar Party deliberation agenda where there was no certainty; this then led to an attempt by the RU to maneuver the DPP by bringing several DPD II officials to Jakarta to meet the general chairman (Ketum) of the Golkar Party Airlangga Hartato so that the implementation of the Maluku Golkar Musda can be carried out with certainty through the acclamation process.

Diagnose Causes, Kabar Timur Daily reported to a wide audience Ramli Umasugy, the only figure as a candidate for the chairmanship of the Golkar Maluku DPD who was considered "royal" to gain support. The word royal in quotation marks means extravagant in using money in the nomination process as chairman of the Maluku Golkar Party DPD. This news gives a negative impression to those concerned, namely, doing money politics while seeking support.

Make Moral Judgment; Kabar Timur Daily makes a moral decision by deliberately framing Golkar Maluku; it needs a figure with complete experience which is not oriented toward building a "political dynasty." The prominence of this news is intended so that the message conveyed to a wide audience can make comparisons about competence among existing figures, especially between RL and RU, who are always exposed as candidates for chairman of the Golkar Maluku DPD in various local mass media. Apart from that, the word "Political Dynasty" also refers to Ramli Umasugy, who managed to lead his son to be elected as a Member of the Maluku Provincial DPRD from the Buru Regency electoral area with the most votes and became the youngest member in the Maluku DPRD. He is also predicted to replace his father as the future Regent of Buru Regency.

Treatment Recommendation, the contents of the Kabar Timur Daily provide a meaningful recommendation to the public that all decisions of the general chairman of the Golkar Party DPP will be based on the potential experience of figures and will be a top priority to restore the glory of Golkar in Maluku. Of course, Kabar Timur again wants to invite the public to reaffirm that if the public makes a head-to-head comparison, then the figure of Richard Louhenapessy is considered more qualified than the figure of Ramly Umasugi in various aspects so that efforts to save the slumping Golkar Party in Maluku province can be carried out optimally.

Next is the framing carried out by Kabar Timur in the news edition on March 04, 2020, with the title: The Golkar Musda is postponed again, the New Scheme of the DPP "Transactional" RU Politics can be seen in the following table:

Table 7.
**Frame Headline: The Golkar Musda is postponed again,
New DPP Scheme for "Transactional" RU Politics**

No	Kabar Timur Framing Scheme (March 04, 2020)	
1	<i>Define Problem</i>	The X th Regional Conference of the Golkar Party has been postponed
2	<i>Diagnose Causes</i>	The Golkar DPP is currently trying to eliminate the "transactional" stigma that has become entrenched and rooted from the center to the regions.
3	<i>Make Moral Judgement</i>	RU got the support of 10 DPD II, and the organization was established and established not for free. RU is all out. DPP Golkar already smelled it.
4	<i>Treatment Recommendation</i>	At the last Golkar National Conference, RU was Maluku's first DPD II chairman who campaigned to support Bambang Soesatyo (Bamsot). "So it's only natural that then the Ketum (Airlangga Hartarto) doesn't support RU, so he becomes chairman of the Golkar Maluku DPD,"

Source: Primary Data.

From the table on the framing scheme for the Headline: The Golkar Musda was postponed again, the New Scheme of the DPP "Transactional" Politics of the RU, Robert Entman's framing analysis can be put forward as follows: The Define Problem, highlighted by Kabar Timur daily, is very clear and easy for readers to understand. The issue that was raised or highlighted was around the postponement of the Maluku Golkar Party deliberation agenda where there was no certainty; this then led to an attempt by the RU to maneuver the DPP by bringing several DPD II officials to Jakarta to meet the general chairman (Ketum) of the Golkar Party Airlangga Hartato so that the implementation of the Maluku Golkar Musda can be carried out with certainty through the acclamation process.

Diagnose Causes, Kabar Timur Daily reported to a wide audience about the efforts of the DPP Golkar Party to eliminate the "transactional" stigma that has become entrenched and rooted from the center to the regions.

Make Moral Judgment Kabar Timur Daily made a moral decision by highlighting that currently, the support of 10 DPD II and the organization established and Establishing the Golkar Party for Ramli Umasugy was not obtained for free. However, through transactional politics, it was further highlighted that Ramli Umasugy had gone all out, and the Golkar DPP had caught wind of it.

Moral judgment was deliberately made to form a negative perception of Ramli Umasugy as the strongest candidate to be promoted to the 10th music of the Maluku Golkar Party.

Treatment Recommendation The contents of the Kabar Timur Daily provide recommendations. Whereas at the last Golkar National Conference, Ramli Umasugi was the first DPD II chairman in Maluku who campaigned to support Bambang Soesatyo (Bamsot). "So it is natural that the Ketum (Airlangga Hartarto) did not support Ramli Umasugy to become Chair of the Golkar Maluku DPD.

Next is the framing carried out by Kabar Timur in the news edition on March 05, 2020, with the title: Ramly Umasugy "TENGGELAM," which can be seen in the following table:

Table 8.
Frame Headline: Ramly Umasugy "Downing"

No	Kabar Timur Framing Scheme (March 05, 2020)	
1	<i>Define Problem</i>	Certainly, Ramly Umasugi needed the approval of the general chairman (Ketum) of the Golkar Party, Airlangga Hartato, to lead the banyan party in Maluku.
2	<i>Diagnose Causes</i>	The Golkar DPP has prepared another figure scheme to lead the Maluku Golkar DPD. This figure is Richard Louhenpessy, alias RL.
3	<i>Make Moral Judgement</i>	Chairman of DPD Golkar Maluku, in the future political and legal intervention cannot be intervened," everyone knows that RU is currently under control

4	<i>Treatment Recommendation</i>	RL has met Ketum Airlangga. During the meeting, one of the topics discussed was the Maluku Golkar. RL is considered one of the Golkar politicians who are worthy and worthy of fixing Golkar Maluku in the future,
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Source: Primary Data.

From the framing scheme table for the Headline: Ramly Umasugy "downing," Robert Entman's framing analysis can be put forward as follows:

The Define Problem, which is highlighted by the Kabar Timur daily, is very clear and easy for readers to understand, namely on the front page of the news that is highlighted that Ramly Umasugi is certain that the General Chairperson (Ketum) of the Golkar Party, Airlangga Hartato, will not lead the banyan party in Maluku.

Diagnose Causes, Kabar Timur Daily reported to a wide audience about the efforts of the DPP Golkar Party to prepare a scheme for another figure to lead the DPP Golkar Maluku. This figure is Richard Louhenpessy, alias RL. This news wanted to give a strong opinion amid a society that Ramli Umasugy was considered by the Golkar Party DPP not worthy of being promoted to lead the Golkar Party in Maluku.

Make Moral Judgment Kabar Timur Daily made a moral decision by highlighting that politics and law cannot intervene with the Chairperson of the DPD, Golkar Maluku, in the future," everyone knows that RU is currently under control. The prominence of the news was deliberately created to create an opinion that Ramli Umasugy would not be able to lead the Golkar Party independently because he was easily held hostage by the several legal cases he had experienced so far in his capacity as Buru Regent.

Treatment Recommendation The contents of the Kabar Timur Daily recommend that Richard Louhenapessy has met the Ketum Airlangga. During the meeting, one of the topics discussed was the Maluku Golkar. Richard Louhenapessy is considered one of the Golkar politicians who are worthy and worthy of fixing Golkar Maluku in the future.

Next is the framing carried out by Kabar Timur in the news edition on March 06, 2020, with the title: RL Opportunity, RU Thin can be seen in the following table:

Table 9.
Headline Frame: RL Opportunity, RU Thin

No	Kabar Timur Framing Scheme (March 06, 2020)	
1	<i>Define Problem</i>	The name of the chairman of the Ambon City Golkar DPD, Richard Louhenapessy (RL), strengthened in the Golkar DPP in Jakarta
2	<i>Diagnose Causes</i>	Mr. RL (Richard Louhenapessy), has met Mr. Airlangga.
3	<i>Make Moral Judgement</i>	The Golkar DPP knows how to figure out who is worthy and who is "playing" politics with young transactional methods recorded by the DPP.
4	<i>Treatment Recommendation</i>	If RL leads Golkar Maluku, this party will show its authority.

Source: Primary Data.

From the framing scheme table for Headlines: Opportunity RL, Thin RU, Robert Entman's framing analysis can be put forward as follows:

The Define Problem, which was highlighted by the Kabar Timur daily, was very clear and easily understood by readers, namely on the front page of the news, which highlighted that the name of the chairman of the Ambon City Golkar DPD, Richard Louhenapessy (RL) strengthened at the Golkar DPP in Jakarta.

Diagnose Causes, Kabar Timur Daily reported to the public about the meeting held by Richard Louhenapessy with Golkar Party DPP Chair Airlangga Hartato as evidence of DPP support for the person concerned in the process of nominating the Golkar Maluku DPD.

Make Moral Judgment Kabar Timur Daily made a moral decision by highlighting that the Golkar DPP knows how to read who is a worthy figure and who is "playing" politics with a transactional method. Kabar Timur Daily, through this news, wants to give bad moral judgments from candidates who have been carrying out transactional politics to seek support from vote owners in DPD II. the framing focuses on the figure of Ramli Umasugy.

Treatment Recommendation, The contents of the Kabar Timur Daily recommend that Richard Louhenapessy is worthy of leading the Maluku Golkar party. This frame wants to emphasize to the public that if a figure like Richard Louhenapessy leads the Maluku Golkar Party, then this party will show its authority. This shows that the Kabar Timur Daily is trying to polish Richard Louhenapessy's image as a highly respected figure among politicians in Maluku.

Conclusions

Based on the results of the research and discussion conducted using the Robert Entman model of framing analysis, the authors conclude that the Agenda setting in selecting news sources, selecting quotes from news sources, and placing images carried out by the Ambon Morning Ekspres Daily is a framing process carried out through reporting that tends to elevate the deliberation process to the Xth Golkar Party of Maluku Province, as a political event. Ambon Ekspres highlights facts about the support of all DPD II and wing organizations as owners of voting rights who have given a mandate to Ramly Umasugi in his candidacy as DPD Chairperson of the Maluku Golkar Party. Ramly is imaged as one of the best cadres of the Golkar Party who has so far been successful in making Buru Regency a voice granary for the Golkar Party in Maluku, which is expected to become later an example of Golkar's progress at the provincial level. Furthermore, the method of selecting news sources, choosing quotes from news sources, and placing pictures that support the framing of news shows that Kabar Timur tends to elevate the deliberation process to Xth of the Golkar Party, Maluku Province, as well as a political event. Kabar Timur tends to highlight facts about the figure of Ramly Umasugi as a candidate for the Golkar Party DPD chairman who is not worthy of being promoted because he carries out transactional political activities to smooth the person concerned in the nomination process. And his status will be easily intervened by political and legal issues and tend to build political dynasties in the future. But on the other hand, simultaneously in the reporting aspect, Kabar Timur also tends to highlight the figure of Richard Louhenapessy as a candidate for chairman of the DPD who is supported by the General Chairperson of the Golkar Party DPP, as well as an authoritative person, can save the Golkar party which is currently in a slump.

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