

## **Framing Analysis of Earthquake News on CNN Indonesia Online Media**

*Shahnaz Sabahunnur Kautsar*

[shahnazsabahunnur.kautsar22@mhs.uinjkt.ac.id](mailto:shahnazsabahunnur.kautsar22@mhs.uinjkt.ac.id)

*State Islamic University Syarif Hidayatullah Jakarta*

*Wahyunengsih*

[Wahyu.nengsih@uinjkt.ac.id](mailto:Wahyu.nengsih@uinjkt.ac.id)

*State Islamic University Syarif Hidayatullah Jakarta*

### **ABSTRACT**

This research aims to provide information related to news framing analysis on CNN Indonesia online media in the Bali earthquake. This framing analysis research uses the approach by Zhongdang Pan and Gerald M. Kosicki. The method used is descriptive qualitative. The results of this study are based on the use of four structures including 1) The syntactic structure in this news has a headline, 2) the script structure in this news shows that the main purpose of this news is to provide information about the natural earthquake disaster that occurred in Bali, 3) The theme emphasized in this news is about the M 4.8, 4) There are three rhetorical structures in the news, which are shearing, landslides, rock falls. It can be concluded that the syntactic aspect in the headline section is mentioning the Earthquake in Bali. The lead and background information contains information from BMKG. For the quotation section, there is only one source, namely Daryono. Then, CNN Indonesia online media does not write statements and opinions in the news. The script element in this media has reached perfection, where CNN has used the 5W + 1H elements in writing its news properly and correctly. The thematic element in CNN Indonesia media is explanatory coherence. Lastly, the rhetorical element in the media uses a choice of substitute words that are rarely known by the public

**Keywords:** Framing; Analysis; Earthquake; Online Media

### **INTRODUCTION**

Framing analysis is one of the methods of media analysis, alongside content analysis of semiotic analysis. Framing is framing an event, or in other words, framing is used to find out how the perspective or perspective used by journalists or mass media when selecting issues and writing news. Framing is a method of presenting reality in which the truth about an event is not totally denied, but rather subtly distorted, by giving prominence to certain aspects. The highlighting of certain aspects of the issue is related to the writing of facts. When certain aspects of an event are chosen, how they are written about. The framing approach is used to find out how reality is framed by the media. The difference in the framing of a news story by each media reveals who controls whom, who is a friend and who is a foe, who is a patron and who is a client. The editorial policy becomes a guideline and measure in determining what mcama events should be raised and chosen to become news or even commentary. In addition to editorial policies that can determine the characteristics of a media's news coverage, the existence of interests is also one of the factors that determine how a media discusses certain news. These interests can be seen by analyzing in detail the news presented, whether it defends

the interests of the government, the interests of capital owners or the interests of the people (Kartini et al, 2022).

Nowadays, information is very easy to access, for example online media and social media. Online media and social media are very easy to open by every group. However, online media and social media are very different. Online media usually contains news portals, online magazines, and newspapers. Meanwhile, social media contains Instagram, Twitter, or Facebook. The online media that are the subject of this research are CNN Indonesia and Liputan6.com with the same news topic. In online media, there is usually a wide variety of information delivery, some provide information according to facts, some provide information by dramatizing it to attract readers. Therefore, it is how a media frames or framing in the form of text. Framing analysis is an analysis used to see how the media constructs reality (Eriyanto, 2002). According to Mondry (2008) online media has its own advantages, the information is more "personalized" which can be accessed by anyone, anytime, and anywhere. Surely, with conditions; there is a magnitude, in the form of a set of computers / digital devices and internet networks. Another advantage is that the information disseminated can be updated at any time, if necessary every second. Moreover, online media also provides news search and news preparation facilities that can be accessed easily. To maximize the advantages of online media, special expertise is needed to manage it. Good media management will certainly be able to ensure the continuity of publications and publications. To support the existence of online media, continuous assistance is needed. This activity is a follow-up to the output of the previous year's activities. To form a good media manager, assistance is needed with various trainings according to the needs of the management team. Therefore, the target of the activity is the manager of mediakita.info specifically. With the hope that through this continuous assistance and education, it is hoped that it can ensure the quality and quantity of publications on the media.

Some experts who state about framing analysis are described as follows. The idea of the framing phenomenon was originally put forward by a psychiatrist named Gregory Bateson (1955) who emphasized that frames are a psychological concept that refers to the importance of messages as elements that condition their definition and formation. He further explained that every message explicitly or implicitly defines a frame, ipso facto giving instructions to the recipient to understand the message including those included in the frame. In the following period, Erving Goffman (1974) brought Bateson's thoughts to a wider realm, through his book entitled *Frame Analysis: An Essay on The Organization of Experience*, Goffman stated that frames are actually something that is learned and used in human daily life, even underlying human behavior itself. By learning the frames that exist in a society, it will guide a person to be able to socialize and integrate with that society. Gaye Tuchman (1978) and Tood Gittlin (1980) were the first media researchers to apply this framing concept in media studies. Gittlin argues that frames are constructed through selection, emphasis, and presentation. He links the concept directly to the production of news discourse by saying that frames allow journalists to process large amounts of information more quickly and continuously and package the information for broadcast more efficiently to the audience. But enthusiasts of framing analysis agree that the person most productively and consistently credited with developing the concept of framing is William Gamson (1989). Gamson states that framing is generally often used in situations where public discourse takes place, where this framing strategy is made by parties or people who want to dominate thoughts and ideas over other parties. Gamson found the fact that success and failure in social movements depend on how they win the dominance of their framing compared to other parties. Gamson and Modgiliani (1989). The concept of frame has

been put forward by several experts, including Robert Entman (1993) In his language, framing that works in the media is:

*“Framing essentially involves selection and salience. To frame is to select some aspects of perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation and/or treatment recommendation for the item described”.*

Gorp (2007) emphasizes the distinction to be made between framing through the media and framing with the media. Framing through the media refers to the influence of frame sponsors, which can be interest groups, doctors, or advertisers concerned with the immediate perception and selection of journalists' frames based on their interests. Framing with the media refers to external influences on journalists that are not taken into account. Eriyanto (2002) stated that Framing analysis is one of the text analysis methods in the constructionist research category. Framing analysis can simply be described as an analysis to find out how reality (events, actors, groups or anything) is framed by the media. The framing is of course through a construction process. Social reality is interpreted and constructed with certain meanings. Events are understood with a certain formation. The result is media coverage on certain sides or interviews with certain people. All these elements are not only part of journalistic techniques, but signify how events are interpreted and displayed. Framing analysis is understood and widely used in research as one of the content analysis techniques. But in subsequent developments, framing analysis has turned into a set of theories that a number of communication experts understand as one approach to see how the domain behind the media text constructs messages. In this approach, framing devices are divided into four major structures. First, the syntactic structure. Syntax relates to how journalists organize events in the form of a general arrangement of news. It can be observed from the news chart (lead, background, headline, quotes taken and so on). Second, the script structure. Scripts relate to how journalists narrate or tell events in the form of news. Third, the thematic structure. Thematic relates to how journalists express their views on events into propositions, sentences, or relationships between sentences that form the text as a whole. Fourth, rhetorical structure. Rhetoric relates to how journalists emphasize certain meanings into the news. This structure looks at how journalists use word choices, idioms, graphics, and images that not only support the writing, but also emphasize certain meanings to the reader. (Eriyanto, 2002).

Experts who state about online media, namely, online media specifically is media that presents journalistic work (news, articles, features) online. Romli (2012) defines online media as follows, "Online media is mass media that is presented online on internet websites". Still, according to Romli in the book, online media is the "third generation" mass media after printed media - newspapers, tabloids, magazines, books - and electronic media - radio, television, and film/video. Online media is a product of online journalism. Online journalism - also called cyber journalism is defined by wikipedia as "the reporting of facts or events produced and distributed via the internet". Technically or "physically", online media is telecommunications and multimedia-based media (computers and the internet). Included in the category of online media are portals, websites (websites, including blogs), online radio, online TV, and email. According to Kurniawan (2020), online media is a new media with a way of delivering information that is different from conventional media, such as print media and electronic media. Online media requires a computer-based device and an internet connection to search for and receive information. The internet, with its unlimited character, gives internet users freedom in media. Kurniawan (2005) further explains that online media has several characteristics that can be used as a comparison with conventional media, including the following: 1) Immediacy, 2) Updating,

3) Interactivity, 4) Audience Control, 5) Storage and Retrieval, 6) Hyperlinks, 7) Multimedia Capability. Furthermore, Mondry (2008) states that online media has the advantage of more personalized information that can be accessed by anyone, anytime, and anywhere with internet network facilities. Another advantage is that the information disseminated can be updated at any time, if necessary every second. Moreover, online media also provides news search and news preparation facilities that can be browsed easily.

Some previous studies related to the framing of natural disaster news include those conducted by Rismawati (2021) The results showed that sindonews.com news framing had presented a lot of information in the form of data describing the impact of the earthquake and the development of post-earthquake handling quickly and accurately. Then, the practice of disaster journalism in the nine research news is also considered still not from the perspective of good or ideal disaster journalism. Further research conducted by Pinontoan and Wahid (2020) The results showed that Kompas.com demanded, questioned, sued, constructed and polished a portrait of the local government's helplessness in dealing with the Jakarta floods in January 2020 which was built using the basis of moral and ethical frames that were dominant in the news at Kompas. Meanwhile, Jawapos.com constructed the news about the Jakarta floods in January 2020 with frames to build a good image of the local government's performance. This was done by using the personalization frame base in highlighting the local government's efforts in handling the disaster and using the perspective of a single source, namely Anies Baswedan, in reporting the impact of flooding that disrupted the activities of the Capital City.

Then, research by Hopipah and Setiawan (2022) the results showed that detik.com and kompas.com. present more news reality in accordance with the facts or unconsciously the series of information conveyed can influence the mindset of its readers, so that readers want to know and read it. Furthermore, research by Saputri (2018) the results of this study show that there are differences between the two online media in framing the Mount Sinabung eruption disaster. The framing results show that the concept of media ownership has an impact on the partisanship of the news by the media. This shows that the neutrality and objectivity of the media are influenced by the interests of media owners. The okezone.com framing shows the government's slow performance in disaster management while Tribunnews.com constructs the government as the main role in every cycle of the Mount Sinabung eruption disaster. The contribution of this research is to provide input to readers to be more critical in responding to any news presented by the media and for the media to pay more attention to the principles of disaster journalism.

Further research by Simatupang (2021), the results of the study show that Kompas.com tends to support Governor Anis Baswedan's policy of quarantining the DKI Jakarta area, then Kompas.com does not fulfill the principle of accuracy in carrying out disaster journalism because it does not verify data. Next study from Ishak & Setiawan (2022) The results of this study there are differences in the quote from the source, and there are similarities in the content of the news that begins with the lead. In the news on Kompas.com media, they tend to use quotes more than Sindonews.com. In the script structure, 5W in both Kompas.com and Sindonews.com media has been fulfilled, but for How it is not explained much in the news content. Media Kompas.com also explained in detail about the number of victims and the depth at the time of the landslide as well as what actions to take after this landslide occurred. While Sindonews.com only briefly explained. With the same framing model, the results of research by Sembel & Setiawan (2022) news topic "Natural Disasters in West Kalimantan" are understanding the use of language characteristics in online media, being able to find or compare

differences between online media, and being able to produce Framing Analysis using the zhongdang Pan and Gerald M Kosicki model. Also, the next research by Sujoko et al (2020) the results showed that Sindonews framed the forest fires as reaching a very dangerous point. A total of 70 Sindonews news stories tended to emphasize the theme of the impact of the haze disaster and the government's slowness in handling this disaster became the dominant point of view. Sindonews framed the government's slow response with government performance. Then the research by Pasha (2022), Based on some of the research findings, it can be concluded that the Ayobandung.com online media in framing related to the flood news in the November 2021 edition of Bandung emphasized that the flood disaster was one of the causes of the city's problems or it could also be called a human error event caused by two factors, namely high rainfall so that the drainage could not accommodate the swift water and the second was due to the crane carrying garbage that had not been functioning for a long time. Last, the results of research from Taarufi (2019) on the framing analysis of the agung mountain eruption news in tribunews. com, Tribunews.com constructed and framed the news of the Mount Agung eruption disaster in Bali in two ways, pessimistically and optimistically. Pessimistic news emphasizes more on the number of victims, disaster refugees, and economic losses as a result of the eruption of Mount Agung, while optimistic news through the discourse of Bali is safe, the presence of the state, and the emergence of new tourism in the midst of the eruption of Mount Agung.

The reasons why writers choose this subject is to see how CNN Indonesia media constructs reality on events that occur as well as to see how news can be sculpted and framed by the media. and the reason for choosing natural disaster news because this is a very interesting issue for researchers to analyze. The difference between this research and previous research is not only in the object under study but also in the framing theory used.

## **METHOD**

This research uses qualitative methods, based on Moleong (2007) opinion that qualitative methods are research methods based on words both written and oral from actions that can be seen. In addition, this research is included in the type of noninteractive qualitative research with a descriptive approach oriented to content analysis. Because, the content of this research is about framing analysis on CNN online media regarding the news of the earthquake in Bali. This news research was downloaded from CNN Indonesia and Liputan6.com online media edition October 16, 2021. This research uses a description of an event in the news using framing analysis by Zong Dang Pan and Gerald M. Kosicki.

Zhong Dang Pan and Kosicki (1993) in their article "Framing Analysis an Approach to News Discourse" divide into 4 structural dimensions of news texts as framing devices, namely syntax, script, thematic, and rhetoric. This model assumes that every news story has a frame that serves as the center of the organization of ideas. Frames are related to meaning. How a person interprets an event can be seen from the set of signs that appear in the text. In this approach, Eriyanto (2002) states that framing devices are divided into 4 major structures, which are, (1) Syntactic Structure (2) Script Structure (3) Thematic Structure (4) Rhetorical Structure.

## DISCUSSION/CONCLUSION

The results obtained from the framing analysis research on CNN Indonesia online media related to the news of the earthquake natural disaster.

Title: M 4.8 Bali Earthquake: Damaged Buildings Residents Scattered

Online media: CNN Indonesia

### 1. Syntactic Structure

The syntactic structure in this news has a headline, A 4.8 magnitude earthquake shook the Karangasem area, Bali on Saturday (16/10) at 04.18 WITA. The lead explains the main information about Many residents scattered outside their homes and caused buildings to be damaged. The Meteorology, Climatology and Geophysics Agency (BMKG) said the strong shaking caused residents to wake up from sleep and run out of the house. The background information conveyed contains building damage, in this news report, there are 3 source quotes that are used as the basis for writing news texts. Among them are: "Because of the strong shaking of the earthquake, many residents woke up from sleep and ran out of the house," said the Head of the Earthquake and Tsunami Mitigation Division, Daryono via text message, Saturday (16/10) morning.

"Antara kejadian gempa utama dan gempa susulan hanya berselang singkat sekitar 4 menit," pungkasnya.

"Selanjutnya pada 8 November 2017 terjadi gempa paling kuat dengan magnitudo 4,9 yang juga menimbulkan kerusakan ringan," tutup Daryono.

### 2. Script Structure

Based on the results of the analysis, the script structure in this news shows that the main purpose of this news is to provide information about the earthquake natural disaster that occurred in Bali. The 5W + 1H elements in the CNN Indonesia news text about the M 4.8 Bali Earthquake: Buildings Damaged, Residents Scattered, are already present in the entire news text.

### 3. Thematic Structure

The theme emphasized in this news is about the M 4.8 Bali Earthquake: Buildings Damaged, Residents Scattered. In this news, it has 8 well-written paragraphs so that they are continuous between one paragraph and another. In addition, there is explanatory coherence marked by the word "next" in the 8th paragraph.

### 4. Rhetorical Structure

There are 3 rhetorical structures in the news, namely, "shearing" in paragraph 4, "landslide" and "rockfall" found in paragraph 5. There is no metaphor in this news.

Based on the discussion of framing analysis using the Zhongdang Pan and Gerald M Kosicki approach to news texts from CNN Indonesia online media. It can be concluded that the syntactic aspect in the headline section is mentioning the Earthquake in Bali. The lead and background information contains information from BMKG. For the quotation section there is only one source, namely from Daryono. Then, CNN Indonesia online media does not write statements and opinions in the news. The script element in this media has reached perfection, where CNN has used the 5W + 1H elements in writing its news properly and correctly. The thematic element in CNN Indonesia media is explanatory coherence. Finally, the rhetorical element in the media uses a choice of substitute words that are rarely known by the public.

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### **About the authors**

Shahnaz Sabahunnur Kautsar is a 2<sup>nd</sup> year student at State Islamic University Syarif Hidayatullah Jakarta.

Wahyunengsih is a lecturer at State Islamic University Syarif Hidayatullah Jakarta.