Local Online Media Framing Concerning Prospective Candidates of Regional Election in Pacitan 2020

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ABSTRACT
One of the most significant current discussions in moral and prospective social optimism is the regional election as well as the general election. So far, however, there has been little systemic discussion about the issue. The best approach to adopt for this investigation was 'constructivism'. It views messages presented in the form of news in the local online media in Pacitan in framing those prospective candidates in the Pacitan regional elections. Further, the researchers employed Edelman's framing analysis with categorization, which was an abstraction and function of the mind to understand online media framing of the prospective regent and the vice-regent of the regional election of Pacitan in 2020. For this case, the framing of the media did not only distinguish their identity but also distinguish "we are like this, or you are like that, including they are bad, and we are good". In conformity with the analysis results, the framing of those prospective candidates carried out by online media in the Pacitan regional election staged in the news from January 2020 to September 25, 2020 was grouped into five categories along with the characteristics of each candidate.

Keywords: Online media, Edelman framing, Pacitan Regional Election 2020, Categorization.

1. INTRODUCTION

Online media has different characteristics vis-à-vis the traditional media ー viewed from the method of disseminating information ー which is printed out based-dependent media. The difference lies in the elements associated with the press. Notably, online media allows producers to present news in a non-linear method. The addressee can choose when and how they want to receive such news [1]. Further, [2] explains that online media is regarded as a new form of communication and occurred because of a connection availability among a computer /gadget/tablet device and a computer/gadget/tablet device that uses many-to-many and few-to-few patterns. Moreover, [3] state that online journalism shows the following characteristics: 1) very fast level of interactivity, increased user control level; 2) hyper textuality, 3) online journalism multimedia; and 4) synchronicity. Online media must innovate new habits to revitalize a level of public trust. However, packaging certain news in online media is not that easy. There are various needs to be habituated because the news character is dominated by traditional media. For this reason, informative reporting is very difficult and must be completely independent as well as informative. However,

it is seriously effortful for the local online media to carry out.

It is important to realize that certain category images for the candidates exposed by the Pacitan online media are essential by reality framing. It means that the local online media exposes immense opportunity to create a reality frame for the Pacitan regional elections instead of the fact that there is an objective reality to be investigated by journalists. The online media framing can produce a different impression from the candidate's reality. This is in harmony with Jean Baudrillard and Marie Maclean statement [4] that mass media has the following characteristics: opposing mediation, being intransitive, fabricating non-communication when one accepts the definition of communication as an exchange, as a speech spaces and reciprocal responses, and thus as a responsibility.

Mathew Kieran [5], chiefly argued that news is not formed in a vacuum, but is produced from the dominant ideology in a certain competence area, how the world is reported from a certain side of reality, where events are mediated by categories, interpretations and reality evaluations. Further, Mark [6] added that news is produced from knowledge and thoughts, which is not caused by external objective reality but is caused by

people organizing the abstract world into a coherent, orderly, and meaningful world.

Framing is defined as making process of an interesting or prominent message which places the message in the information beyond others to interest the audience in reading the message [7]. Further, [8] defines a frame as a class or set of messages, which provide cues about how interactions should be defined and how to interpret communicative actions in a given context. Additionally, framing is a tool used to present relatively complex problems in an accessible strategy for common audience [9]. In this case, journalists, referring to Deuze research findings [10], is a profession that emphasizes honesty, a power supervisor for the societal good. However, it is in contrast to supporter journalists of certain candidates who frame their candidates so well to expose the public belief about their candidates. In the specific instance, it is very visible from the news presented by the local online media in Pacitan, which is nothing more but the result of certain category framing to get recommendations from the supporting parties as well as recognition from the succeeding voters from the community. As a matter of fact, it can be recognized from the angle selection, direction, and content framing of the online media which are considered to be a mirror of reality decided by online media professionals; namely, journalists and editors (gatekeepers) and in conformity with the owner's standards. The upshot of all this is that the news reported by the local online media in Pacitan have been initially framing the prospective candidates by certain categories to both escalate public support and implicitly frame the regent candidates.

Pacitan online media had provided a necessary contribution in the 2020 general election, during the Covid-19 pandemic with various health protocol implementation policies. It means that it is the important pillar in the Pacitan election to maintain the fast, massive, and latest issues to the voters. Highlighting the aforementioned complexity issue, the thought-provoking academic problems of this article are as follows: the major prospect benefit of the local online media for self-framing to trigger recommendations from the supporting party or a combination of the supporting parties, the inconsistent and the length of the implementation, based on PKPU— Election Commission Regulations— number 5 of the 2020 Regional Election from September 30, 2019, and the stage of implementation from October 26, 2019, to 26 December 2020, the use of identity politics, the power hegemony in Pacitan during the 3 regional elections, and political oligarchy. For this reason, this article is aimed at revealing the Pacitan online media in relation to the framing of the prospective regent and vice-regent in the news pertaining 2020 Pacitan general election.

2. RESEARCH METHOD

The method to adopt for this investigation was qualitative research which employs a constructivist approach. It is aimed at revealing news of local online media about the candidate framing from January 2020 to September 25, 2020. The constructivism approach, described by [11] revealed how individuals live in a social environment and how a person understands social reality. Therefore, the qualitative method was chosen to allow in-depth exploration related to news construction. Furthermore, the primary data source was the news documents presented by the local online media in Pacitan. Finally, the data were analyzed using the Endelman framing analysis method through the categorization to frame prospective candidates to make public opinion and recommendations from the supporting parties.

3. FINDINGS AND DISCUSSION

3.1. Online Media, Framing, and Categorization

Online journalism is a form of media format of which the characteristics are multimodality, interactivity with public spaces to respond, interactivity, hyper textuality by considering ways to connect the story with stories, archives, resources, and so on through hyperlinks connected using online media facilities [12]

Mathew Kieran [5] stated that news is not formed in a vacuum, but is produced from the dominant ideology in a particular competence area, how the world is reported from a certain side of reality, where events are mediated by categories, interpretations, and evaluations of that reality. Following this, [13] stated that news is produced from knowledge and thoughts, not due to external, objective reality, but because there are people who organize the abstract world into a coherent and orderly meaningful world. In other words, the media must be seen as a place where each actor submits his ideas to be more accepted by the audience, there is no single frame because each party always presents a certain frame of how events are understood and interpreted [14].

Further, frames can be understood as organizing principles shared socially. It endures over time and works symbolically to construct a meaningful social world. Furthermore, Bateson [8] defines a frame as a class or set of messages, which provide cues about how interactions should be defined and how to interpret communicative actions in a particular context.

Moreover, Endelman saw how politicians use media with certain words to attract public support and influence public opinion. The aim is to create certain general opinions that benefit themselves [15]. Then, online media uses categorization by classifying and simplifying complex realities and living environments into simple,

conical, and easily understood environments, so that audiences are provided with contextual and meaningful information which is easy to understand [16]. In the results of analysis [17] indicated that Korean online media always chooses issues between the presidential election in Korea and its stability: can it be maintained? or vice versa.

3.2. Online Media Frame Toward Prospective Candidates

In conformity with June Woong Rhee study [18] how individuals interpret events are divided into two major parts, namely: 1) strategic reporting, individual aspects; the used techniques, the election campaign, and who won and who lost; and 2) issue reporting, the focus on policy issues, problems, and programs. In conformity with the research findings of Quortrup (2006), society face a transition period between the old media: analogue-based media (print and electronic) to a digital-based media. Based on Edelman's framing analysis, local online media frames the candidates based on news presentations from January 2020 to September 25, 2020.

Moreover, research of [19] inferred that framing is a complex process which is simultaneously influenced by interest groups and contextual characteristics. Additionally, [20] emphasized that media framing exacerbates differences between groups with different opinions instead of reconciling the disputing parties. Fiske in [21] stated that a postmodernism era no longer provides a 'secondary representation' of reality; they influence and produce the reality they mediate or reproduce.

Bearing on the presented news from Pacitan online media−started from January to September 25, 2020−, the category frames by the online media used for prospective candidates are as follows:

First, Nur Bayu Aji's framing employed the individual strategy by selecting the following categories: 1) "SBY's nephew", the data is "Recommendations submitted by the DPP−Central Executive Board− ranks of the Democratic and Golkar Party as well as four other supporting political parties and seven supporting political parties, are objective and there is no dynastic politics or political oligarchy"; 2) optimistic to win 80%, such as data framing: the regent candidate pairs for Pacitan regent and vice- regent (Indrata Nur Bayuaji and Gagarin), targeting valid victory votes up to 80 percent in regent election, 9 December; 3) optimistic, the recommendation to Indrata Nur Bayuaji is only a matter of time as declared as follows, "The future Pacitan regent candidate, Indrata Nur Bayuaji, confirms that the recommendation for nomination from the Central Executive Board (DPP) of the Democratic Party, is just a matter of time"; 4) Indrata's intimacy with Indartato−the Regent, the data is as follows, "Maybe many people don't think that the two seasoned politicians have had a pretty

close bound since the they firstly tried their luck in the practical politics world"; and 5) ready to be paired, "I was asked about the readiness if being paired−between me and Mas Aji−we agreed that we were both ready. Then, the results from Jakarta will later be decided by DPPof the Democratic Party. We have conveyed this to the DPC−Branch Executive Board− of the Democratic Party to mutually keep moving and socializing the community." There are 5 categories selected by the Pacitan local online media to frame the prospective candidate for Indrata Nur Bayuaji. On the contrary, there was no policy issue presented by the local online media.

Second, Roni Wahyono was framed by the local online media Pacitan with strategic aspects using the following categorization: a) getting the support of the PAC—leadership of the political party at a local level and the branch of the Democratic party in Pacitan; "9 DPAC−sub-district Branch Executive Board−and representatives of 150 Pacitan Democratic Branches declared their support for Ronny Wahyono as a Pacitan Regent Candidate"; b) prioritizing coordination with experts. Meanwhile, the framing of Roni Wahyono on program issues used the following categories: a) consistently striving for agro-tourism in Pacitan, such as the following data: "Ronny also hopes that this location can be used as both an agro-tourism and various productive plants such as durian, avocado, longan, and others."

Third, the framing of the prospective candidate Gagarin focuses on aspects by selecting the following categories: a) successful entrepreneurs, for instance, "Gagarin revealed a reason why he became a politician and joined a Political Party (Parpol) in Pacitan even though he has a business background"; b) the pledge of East Java PWNU— Regional Board of Nahdlatul Ulama, for example, "Gagarin conveyed clarification regarding a issues which blamed him; mainly, related to the after bai'at −allegiance−that was carried out by the East Java PWNU, some time ago"; c) polite politics, such as, "people cadres are attached to men who were born, grew up in Pacitan Regency as a form of encouragement and support from the community to become the highest leader in Pacitan."

Fourth, Yudi Sumbogo enhances the image of the Pacitan local online media by choosing a frame with the following strategic aspects: 1) Mbois — which means good in the Javanese language—; serious, hardworking, optimist, such as, "Mbois stands for Mari Bekerja Optimal, Insya Allah Sukses−Let's Work Optimally, God willing we will succeed. So whatever we do, If we do it optimally, we will obtain success. While the frame of issue used quality health service categorization for example, "There are several concrete steps for the Pacitan regent candidate pair, that is Yudi Sumbogo and Isyah Anshori to realize fast, easy and quality health services."

Fifth, the frame of Sudijono selected by the media was individual by using the following category: Pacitan, the teacher's house, such as, "Sudijono, who was holding the opening celebration of "Omah Sang Guru" in the Kauman area, Pacitan Urban village, Pacitan Regency, asked that there be no dichotomy in the simultaneous regent election event, 2020."

Sixth, Afghani is in the category of prospective candidates who received messages from SBY. Meanwhile seventh, Subroto with the optimistic category who received the recommendation from the DPP — National Representatives Council— of the Democratic party of Jakarta.

In the final process of Edelman's categorization framing analysis, it is found that Pacitan local online media chose individualistic strategic aspects instead of the work program issues. These can be proven by the category selection of the media as follows: 1) "SBY's nephew — former Indonesian president — ; 2) solid support of 80% of the major political parties or 13 political parties; 3) willingness to synergy, and resign from the Chairman of Regional House of Representatives; 4) optimism, recommendations are only a matter of timing; triumph guarantee of the Democratic party in Pacitan Regional Election 2020; 5) Indrata's intimacy with the Pacitan Regent, Indartato, and; 6) willingness to be paired; 7) getting the support of the PAC—leadership of political party at local level and the branch of Democratic party in Pacitan; 8) prioritizing coordination with experts ;9) successful entrepreneurs; 10) the pledge of East Java PWNU— Regional Board of Nahdlatul Ulama; 11) polite politic; (12) Mbois—which means good in Javanese language — ; serious, hardworking, optimistic; and 13) Pacitan, the teacher's house. Meanwhile, the Pacitan media frame minimally focuses on the issue aspect in presenting the news to the prospective candidates. Based on Edelman's framing analysis, the categories of news presentation were found as follows: 1) being consistent in striving for agro-tourism in Pacitan; 2) health services. The framing success of the aforementioned candidates depends on whether or not the framing is based on the candidate's reality. In the same case, the research carried out by [22]: the US presidential election, Trump's online media framing is more negative than Hillary Clinton; but Trump's Twitter direct communication can counter the negative frames.

Learning from the preceding phenomenon, a frame is defined as the process of making a more attractive or prominent message to distract audiences beyond others and to be interested in reading the messages [7]. As a result, the frame of the online media helps them gain public support for the party recommendation.

Therefore, the framing game must also take notice of the reality. We know that the simulation of mass communication and reproduction media are real as well as has developed in the digital age which is not only to provide an entirely new context [23]. The academics immediately describe the new era as post-truth [24]; [25] suggested that we have entered a phase where facts are radically devaluing in favor of appearance superficiality and confirmation bias, driven by a meteoric rise in our online social media use over the last decade.

However, as a journalist, you must maintain the journalism principles, two of which are factuality and impartiality. In the further case, [26] mentioned nine elements of Kovach and Rosenstiel's journalism. Those are: 1) the value of truth upholding; 2) interesting and relevant news; 3) loyalty to the public or society; 3) verification discipline; 4) independence from sources; 5) monitoring of power; 6) opinion accompanied by facts and evidence; 7) not anti-criticism; 8) comprehensive and proportional news; 9) news based on conscience. In conformity with the presented information of the Pacitan online media, the framing results highlighted the positive side to get public support and obtain recommendations from the supporting party. However, for the reporting, the online media should uphold journalism elements and protect the press idea as the fourth pillar of democracy.

It is truly important to note that its existence is not only in the government structure but also in the dynamics of national and state life, especially in the implementation of the democracy party as one of the pillars in democracy, especially the Pacitan regional election 2020. Even though the online media faced the tug of war dilemma between capital, power, and political interests in Pacitan.

4. CONCLUSIONS AND SUGGESTIONS

There are two conclusions of this study. First, the local online media frame in Pacitan tends to have an alignment for the prospective candidates who were currently serving both in the legislative and executive. There are 3 potential candidates if we look at the habit and arena/environment, namely; 1) Yudi Sumbogo officiate at Vice Regent of Pacitan, 2) Gagarin as Vice-Chair of The Regional People's Legislative Assembly (DPRD), and 3) Indrata Nur Bayuaji officiate at Chair of the Pacitan Regency DPRD. The party led by the Democratic Party nominated Indarata Nur Bayuaji and Gagarin, while the PDI-P (Indonesian Democratic Party of Struggle) and PKB (National Awakening Party) nominated Yudi Sumbogo. Therefore, there will be little chance for those who do not have optimal habitus, arena, and capital. The candidates who rely only on the ability and competence of the work idealism program will not be promoted by the supporting party. Second, the media frame chose individualistic strategy instead of work program issues aspects for the prospective candidates. A work program is needed for the Pacitan development instead of the individual natures; thirdly, the local online media in Pacitan, as the fourth pillar of democracy, must always be guided by the nine elements of Bill Kovach and

Rosientiel's journalism as well as the journalism ethic codes.

In conformity with the research findings, the Pilkada−Simultaneous Regional Elections−organizers should make an online media reported that regulation pertaining to the Pilkada. This will improve the quality Pilkada which finally results in qualified candidates. Then, the online media as the pillars of democracy function is maintained.

The government should run regulations, especially prospective candidate frames in every stage from nomination to voting so that the public will obtain work program information from the local online media to get the best that the prospective candidates have. This will improve the quality of the Pacitan regional election, to encompass the best people of Pacitan for the prospective candidates.

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