Political and Educational Messages in Serambi Indonesia: A Framing Analysis

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Abstract

The existence of the media in social life is essential. Apart from providing a forum for distributing information, the media also play an important role to control the government performance. However, the media often frames reality and at the same time, published news from multiple angles; as this can affect the process of defining the truth constructed in their framing. This study analyzes the news framing published the Kuta Raja rubric, Serambi Indonesia daily in Aceh, especially those contain political and educational message. This present study employed a qualitative descriptive approach with the data collected from July to September 2020. The data were analyzed thematically and analytically in descriptive stages. The results indicate that the Kuta Raja rubric is often f shown by highlighting certain aspects of the news, such as displaying dominant political figures. In contrast, the educational information is not very significantly emphasized. Thus, it is necessary to have a balance in the reconstruction process of an event in order to avoid framing bias.

Introduction

Every reporter undoubtedly has a certain point of view or factor to take into account when turning the results of event's coverage into public news. Sometimes the news articles or the story of the message is not fully circulated in accordance with the real event. It is likely that every piece of news that is broadcast contains a bias, such as a focus on a certain character, an ideology, or a plot, which can diverge from the truth (Castro, 2021).

By framing an event, the media creates information or a message about that particular occurrence. Fundamentally, framing is a technique for figuring out how to convey the media's narrative about an event by observing how the event is seen and represented in the media (Prastya, 2016). When it comes to making decisions, building knowledge, and other activities, framing skills can have a significant impact. Through prospect theory, which holds that decision-makers' choice of framing can influence their decisions; Kahneman

and Tversky explain the phenomena of the framing effect. A choice is made on a problem based on the adopted framing after someone evaluates the information he receives (Pasek, Widanaputra, & Ratnasari, 2016). By performing a framing analysis, one can determine whether a communication has bias or not.

In order to investigate how the media shapes an event into a message or piece of news that the general public can understand, framing analysis is performed. Framing is concerned on how reality (events, people, groups, or whatever) is outlined and represented by the media. When the framing is examined, it becomes clear that reality is formed and interpreted in a particular way (Anggoro, 2014). From a methodological standpoint, framing analysis differs significantly from content analysis. The quantitative methods of fact-decomposition through categorization of media text message content are the main focus of content analysis in communication studies. What is reported by the media about an event is a constant question in content analysis. Nonetheless in framing analysis, the focus is on how the event is presented (Anggoro, 2014).

Framing does not tell lies, but it seeks to subtly distort the truth by omitting important details, emphasising particular points, or using particular words, sounds, or images (Sawyer, 2018). Media framing can mirror social reality (Kort-Butler & Habecker, 2018), but the converse can also occur (Conrad, 2021). Therefore, it is difficult to accept that media depictions represent current social phenomena in their entirety. In the context of Indonesia for example, Article 6 of Law No. 40/1999 Concerning the Press stated that the mandate of the press is to uphold the public's right to access a variety of information. Every media outlet that plays must therefore give the general public accurate information. When the media publishes news, there is frequently a dearth of information that is helpful to the community or the material that does not accurately reflect reality. The media sometimes frequently use specific frames while creating news to convince readers that the information is accurate.

Newspaper: Between Messages and the Construction of Reality

The way to understand communication properly according to Harold Dwight Laswell is to pay attention to the following communication models: Who Says What in Which Channel to Whom with What Effect (Mulyana, 2008). According to this paradigm, effective communication must satisfy five criteria, namely: First, who says that? What was mentioned? via what platform(s)? to whom/the audience? What is the outcome? A thorough explanation of communication can be found in these five components.

No communication is created without a foundation or source from which it is framed (Bolsen, Palm, & Kingsland, 2019). Every message, at least, is grounded in truth, not in imagination or wishful thinking. In the shape of an atmosphere of electing power, campaign messages, for instance, diverge from political realities. Similar to how the message that a murder has occurred derives from the social reality that exists in a culture where a crime has been committed, the public should be made aware of this issue. Messages that do not deviate from reality are not messages at all; instead, they are a particular dream that is created using human imagination that leads to the creation of these fantasies (Eriksson, 2018).

In this context, reality can be understood as a state of affairs that are true and encompass certain periods of time, as well as events that are happening right now. However, since the knowledge that can be received is not always accurate, such as when predicting who would become president one day, it is impossible to say that the future will ever come to pass. Perhaps a presidential election will actually take place, but picking the right candidate for the job cannot be stated to be neither a true reality, nor a myth (Secundo, Del Vecchio, &

Mele, 2021). As a result, it cannot be argued that the future is actually happening.

Given that newspapers and the current constructions of reality do not always show their forms in a fully understood manner, discussing newspapers and the creation of reality is not a simple task. One of the media utilised to share information about everyday's events is the newspaper. In many cases, reality is an event that happens and is referred to as such in the science of communication. Nevertheless Stuart Hall rejected this idea (Hall, 1982, as cited in Eriyanto, 2011). He holds that reality is the outcome of a specific ideology or point of view rather than just a collection of facts. This definition of reality is continuously created by language use, which in this context is always significant as a choice definition of the reality to be displayed.

The pluralist and critical camps are at odds with one another concerning the reality that will be covered by the media. The realist/pluralist viewpoint holds that what actually occurred and what was observed were the real facts that journalists may report on. A critical viewpoint contradicts this by arguing that the reality that journalists see is actually a reality that has been twisted. The societally dominant group has filtered and expressed this reality. Reality is fundamentally a battle between different groups over how to stress the foundation of their individual perceptions. Hence, the reality we currently live in is essentially not a natural reality but rather one that has been shaped by the dominant group's meaning (Eriyanto, 2011). The construction that makes up the meaning then produces informational effects.

Anyone can create reality, but only when it is created through media, like newspapers, will the influence have a significant impact on the spread of knowledge. This shows that the media has the ability to control and even take over the government and society (Subiakto & Ida, 2012). Without exception, the media is also regarded as a political entity that has the power to affect society. The media as a political institution is a type of permanent and stable structure that controls how people and/or groups behave via the application of set policies and procedures.

Although prior studies on framing analysis in newspaper were ample, as Hendriyanto et al., (2023), Roosinda & Suryandaru (2020), and Wibhisono (2020) have done earlier, there is the dearth of studies on how local newspaper analyze the political and educational news, especially in the context of Aceh. Against this backdrop, this present study is interested to explore more about how public news is framed to reconstruct the political and educational events published in Kutaraja Column, Serambi Indonesia. Some considerations for choosing Kutaraja Column, Serambi Indonesia are based on the following concerns: 1) Kutaraja Column is considered as one of the third most important section/rubric in Serambi Indonesia print version and e-paper version. Kutaraja rubric appears in the third page after the headline page and the internasional news page; 2) Kutaraja Column is believed to be the most read rubric by the Acehnese audience/readership; 3) with this in mind, Kutaraja Colum is regarded to be very attractive for local readers and its news coverage determine the key issues that are currently being widely discussed in Aceh;

Selecting Serambi Indonesia in Aceh as the object of this present study is grounded on its reputation as one of the oldest broadsheet newspaper in Aceh, founded on 9 February 1989, and formerly known as Mimbar Swadaya published weekly during the long protracted conflict between the Aceh separatist movement and the Indonesian government. Serambi Indonesia's selection also derived from the fact that one of its founders, Sjamsul Kahar is also a Kompas journalist. Serambi Indonesia then became a part of Kompas Gramedia and Tribunnews newspaper national network. With the support of Kompas network, Serambi Indonesia circulation, credibility and quality of news reporting is none to others in Aceh. As other national print media such as Waspada and Analisa – Medan daily based

newspapers as well as Rakyat Aceh (attached to Jawa Pos network) also being distributed in Aceh, they can not simply compete with Serambi Indonesia's domination and popularity. Moreover, some other local print media, including daily newspaper and tabloid like Aceh Independen, Harian Aceh Tabloid Modus, and Koran Aceh also tried to challenge Serambi Indonesia presence in Aceh, yet they still unable to do so.

Methodology

The study's research methodology is a qualitative one. Data analysis is done inductively, and the resulting information is descriptive. Instead of focusing on generality, this study emphasizes its meaning with close reading of the selected news (Yusuf, 2014). Several stages are followed here this instance. First is the stage of descriptive observation. At this point, we explain what was observed, heard, felt, and questioned. Second is the stage of focus and reduction. At this stage, all the data gathered in the first stage is reduced. Third is the stage where data can provide a more detailed description of the chosen emphasis (Yusuf, 2014).

The selected data is then analyzed through framing analysis before making conclusion, using the William A. Gamson and Andre Modigliani framing analysis model (Gamson & Modigliani, 1989). Gamson and Modigliani framing tools include two big themes namely framing devices and reasoning devices. In framing devices, metaphors, catchphrases, exemplars, depiction and visual images are used to analyse the news, whilst in reasoning devices, tools like roots (cause), appeals to principle and consequences are deployed to scrutinize the news.

Those are done to gain the critical perspective or point of view used by the journalist and or the newspaper editors in picking out and writing the news. In this study, political and educational themes and news items from the Kuta Raja Harian Serambi Indonesia rubric will be examined between July 2020 and September 2020 in the Banda Aceh region. Political messages and news (political figures, political authorities, and political product policies) and educational messages and news are classified as the two categories opted to be analyzed.

Results and Discussion

This rubric, however, restricts the coverage area to just three areas: Aceh Besar, Banda Aceh, and Sabang. The Kuta Raja rubric on Serambi Indonesia was created to take into account the needs of the residents of Banda Aceh, Aceh Besar, and Sabang City and to provide them with more detailed information about the developments that have taken place in the three areas. News for Banda Aceh is more heavily focused on public service issues like city cleanliness, sanitation, PDAM water, and electricity.

The Kuta Raja rubric was not created specifically for political reporting; instead, it was created for public services. However, it is feasible that any report under the Kuta Raja umbrella will contain news with political undertones. Simply because it is not expressly addressed, it even frequently exhibits political undertones in the form of subtle framing, in which some aspects of the image of a political movement are hidden and substituted with an image of a social movement. Political movements often present themselves as a kind of character framing, which the framing method subsequently turns into a framing of a social movement. This suggests that only images of social movements carried out by individuals and authorities at the time, such as public services and others, are depicted in the Kuta Raja rubric, with no images of political activities.

As for news sources from the Kuta Raja rubric itself, it can be ascertained that not all of them come from Serambi Indonesia daily journalists, especially news regarding government work programs, be it the work programs of the Aceh Besar district government, the Banda Aceh mayoral government, or the Sabang government. In a sense, the activities or programs run by the government are then exposed to the government itself through its public relations sector in the Kuta Raja rubric. The Kuta Raja rubric only provides coverage space in its rubric, by entering into a kind of publication contract, whereby the government, when it wants to display news in the Kuta Raja rubric, is required to pay an amount of money in accordance with the contract agreement.

Linkage between Titles and Political-Educational Messages

Based on the results of data collection, there are a total of 89 news items published in the Kuta Raja section of the Serambi Indonesia Daily newspaper during July - September 2020, detailed in the following table:

Table 1. News Classification

| Theme | Time Period | | | | | |
| | July | | August | | Sept | |
	Headline	Number of *Headline*	Headline	Number of *Headline*	Headline	Number of *Headline*
Political News	4	30	4	29	5	30
Educational News	4		1		1	

Based on the table above, there are 30 news that appeared, with a total of 4 news for both politic and education. As for the other news available in July, it consists of various headlines, with the following classification: 1) headlines about disasters, with a total of 3 news items, 2) headlines about the economy as many as 2 news items, 3) headlines about law as many as 3 news items, 4) headlines about health amounting to 2 news, 5) headlines about hygiene there is only 1 news, 6) headlines about security with a total of 4 news, 7) headlines about development amounting to 4 news, 8) headlines about population only 1 news, 9) headlines about public services also amount to 1 news, and the last 10) headlines about public transportation services also have 1 news. In total, there are 22 news related to politic and education published in the Kuta Raja column, Serambi Indonesia in July 2020.

Along with news about education and politics, In August, there were 24 news in addition to educational and political news, with the following classification: 1) disaster headlines, with a total of 2 news, 2) economic headlines of 2 news, 3) law headlines of 2 news , 4) headlines about health amounting to 4 news, 5) headlines about hygiene there is only 1 news, 6) headlines about security with a total of 9 news, 7) headlines related to development amounting to 4 news. In total, there are 24 news related to politic and education published in the Kuta Raja column, Serambi Indonesia in August2020.

As for the month of September, the classification is as follows: 1) headlines about disasters, with a total of 1 news, 2) headlines about transportation services, 2 news, 3) headlines about law, 2 news, 4) headlines about health, totaling 11 news, 5) hygiene headlines only have 2 news, 6) peace headlines with a total of 2 news, 7) development headlines amounting to 4 news. In total, there are 24 news related to politic and education published in the Kuta Raja column, Serambi Indonesia in September 2020.

A. Framing Analysis of Political News

A.1. Framing of Thoughtful Political Figures of Banda Aceh's Mayor

News Text Analysis "Tekad Aminullah Perangi Rentenir Dapat Dukungan Pelaku UMKM" – Friday edition, July 24, 2020

The headline for this first piece of news was *"Tekad Aminullah Perangi Rentenir Dapat Dukungan Pelaku UMKM"* or "Aminullah's Determination to Fight Usurers Gets the Support of UMKM Actors," according to the Kuta Raja rubric. Aminullah Usman, the mayor of Banda Aceh, is portrayed in the media as being determined and committed to fighting moneylenders at exorbitant rates in the Banda Aceh. The news can be examined using William A. Gamson and Andre Modigliani's analysis model as follow:

Table 2. News Framing Analysis 1

Framing Devices	Data
Methapors	1. Memberantas para tengkulak yang menghisap darah masyarakat *Combat the moneylenders who suck the blood of the community* 2. Rentenir adalah pembunuh ekonomi rakyat *Moneylenders are the killers of the people's economic*
Catchphrases	1. Tekad kuat *Strong determination* 2. Dukungan *Support*
Exemplar	Dalam kesempatan ini, Wali Kota juga menjelaskan kenapa dirinya sangat konsent membangun Lembaga Keuangan Mikro Syariah (LKMS), PT Mahirah Muamalah Syariah (MMS). Katanya, lewat lembaga keuangan yang dibentuknya itu, dirinya bisa lebih leluasa membantu pelaku ekonomi usaha kecil seperti UMKM dengan harapan dapat segera lepas dari jeratan rentenir dan bisa mengembangkan usaha mereka. *On this occasion, the Mayor also explained why he was very much in favor of developing the Syariah Micro Finance Board (LKMS), PT Mahirah Muamalah Syariah (MMS). He said that through the financial institution that he established, he could help small economic actors from small businesses such as UMKM in the hope of being able to quickly escape the moneylenders and be able to develop their businesses.*
Depiction	1. Para tengkulak *Moneylenders* 2. Tatanan ekonomi *Economic structure* 3. Menghisap darah masyarakat kecil *Sucks the blood of the people* 4. Pembunuh ekonomi rakyat *The killer of people's economic*

Visual Images	Foto dari Aminullah itu sendiri, yang memberi kesan sebagai tokoh politik yang mempunyai pengaruh kuat dalam menjalankan program pemberantasan rentenir di wilayah kota Banda Aceh. *Photo from Aminullah himself, as a political figure who has a strong influence in carrying out the loansharks eradication program in Banda Aceh city.*

Reasoning Devices	Finding
Roots	1. Maraknya rentenir di wilayah Kota Banda Aceh *Moneylenders are rampant in Banda Aceh City* 2. Cara rentenir melakukan aksinya dengan berkedok koperasi *The way moneylenders do their actions is under the guise of a (saving and loan) cooperative*
Appeals to Principles	1. Aminullah berusaha memberantas rentenir yang dianggap mengganggu perekenomian masyarakat *Aminullah is trying to eradicate moneylenders who are considered disturbing the economy of the community* 2. Aminullah berhak mendapatkan dukungan dari berbagai pihak *Aminullah deserves support from various parties*
Consequences	Bahwa Aminullah ditokohkan sebagai pihak yang memiliki wewenang dan memiliki citra positif terhadap karir politiknya. *That Aminullah is identified as the party that has authority and has a positive image of his political career.*

News Text Analysis "Amin-Zainal Programkan Semua Warga Banda Aceh Tinggal di Rumah Layak Huni" Tuesday edition, 28 July 2020

The Mayor also gave his reasons for strongly supporting the creation of the Syariah Micro Finance Board (LKMS), PT Mahirah Muamalah Syariah (MMS). He said that by creating the financial institution, he could freely assist economic actors of tiny enterprises like UMKM with the hope that they would be able to quickly escape the clutches of moneylenders and be able to expand their business operations.

Table 3. News Framing Analysis 2

Framing Devices	Finding
Methapors	Programkan semua warga *Program for all citizens*
Catchphrases	Membebaskan *To liberate*

Exemplar	Namun, dengan program bantuan rumah duafa dari Pemko Banda Aceh dibawah kepemimpinan Amin-Zainal, kini impiannya terwujud. "Alhamdulillah, hari ini saya bisa memiliki rumah. Terima kasih Pak Wali Kota. Ini penantian saya selama 20 tahun," ujar Sudirman dengan mata berkaca-kaca *However, his goal has now been realized, thanks to the needy home support programme from the Banda Aceh Municipal Government, led by Amin-Zainal. "Thank God, I can now own a home. Mr. Mayor, thank you. This is the outcome of my 20-year wait "Sudirman cried as he spoke,*
Depiction	Membebaskan *To liberate*
Visual Images	Foto Aminullah dan Zainal berdiri saling berhadapan, memperlihatkan keduanya dalam keadaan berbicara serius satu sama lain *A picture of Zainal and Aminullah facing each other and appearing to be having a serious conversation*

Reasoning Devices	Finding
Roots	Kepada Sudirman, Wali Kota berharap rumah tersebut bermanfaat bagi dirinya dan keluarga. Bisa menjadi rumah untuk beristirahat setelah seharian lelah bekerja, bisa untuk beribadah hingga mencari rezeki. "Inilah bentuk perhatian pemerintah kepada warganya yang sangat membutuhkan. Semoga bisa bemanfaat, menjadikan rumah ini sebagai tempat untuk beristirahat, beribadah hingga mencari rezeki," ujarnya. *The Mayor believes that Sudirman and his family would profit from the house. It can be a place of worship and sustenance as well as a place to retreat to after a long tiring day at work. "This is how the government responds to the urgent needs of its people. Hopefully it can be beneficial, making this house a place to rest, worship and earn a living," he said.*
Appeals to Principles	Sementara itu, Ketua Komisi I DPRK Banda Aceh, Musriadi Aswad, merespon positif program bantuan rumah tersebut. Katanya, program ini memberikan harapan bagi warga duafa untuk memiliki rumah sendiri. *Musriadi Aswad, the Head of Commission I of Banda Aceh Parliament, gave the home aid programme a favourable response in the meantime. According to him, this scheme offers the deprived a chance at home ownership.*
Consequences	Berita tersebut secara umum menampilkan framing tokoh politik Aminullah dan Zainal sebagai wali kota dan wakil wali kota yang memperhatikan nasib warga kota Banda Aceh. *Aminullah and Zainal are frequently presented in the media as the mayor and deputy mayor of Banda Aceh, respectively, and as people who are concerned about the welfare of the locals.*

A. 2. *Framing of Political Authorutyf from The Head of Parliament*

News Text Analysis "Wali Kota Tandatangani Nota Kesepahaman KUA-PPAS APBK-P 2020 dengan DPRK" – Sunday Edition, September 13, 2020

The political relation between the Banda Aceh City Parliament (DPRK) and the Banda Aceh City Government is discussed in this news article with regard to the joint agreement

note on the general budget priority ceiling budget (KUA-PPAS) APBK adjustment for the 2020 budget year. The news text includes a news frame that promotes political rivalry:

Table 4. News Framing Analysis 3

Framing Devices	Finding
Methapors	Kegiatan-kegiatan yang pro rakyat *Populist programmes*
Catchphrases	"Pro rakyat", "pemulihan ekonomi warga kota", dan juga "E-Belajar" *"Populist", "urban economic recovery", and also "E-Learning"*
Exemplar	"Ia juga mengatakan Pemerintah Kota Banda Aceh telah melakukan refocusing anggaran untuk penanganan Covid-19 sebesar Rp 24,6 miliar. Selain anggaran refocusing tersebut, Pemko juga menerima bantuan keuangan khusus dari Pemerintah Provinsi untuk penanganan Covid-19 sebesar Rp 10 miliar." (Paragraf Keenam) *"Additionally, he stated that the . 24.6 billion IDR budget for the management of Covid-19 had been refocused by the Banda Aceh City Government. In addition to the focused budget, the government also received IDR 10 billion in additional special financial support from the Provincial Government for the management of Covid-19."*
Depiction	"Nota kesepahaman" *Memorandum of Understanding*
Visual Images	Foto bersama antara Wli Kota Banda Aceh Aminullah Usman bersama Ketua DPRK, Farid Nyak Umar didampingi dua Wakil Ketua, Isnaini Husda dan Usman, berfoto bersama usai menandatangani nota kesepakatan bersama Kebijakan Umum Anggaran Plafon Prioritas Anggaran (KUA-PPAS) APBK perubahan Tahun Anggaran 2020. *After signing a MoU on the General Budget Priority Ceiling Budget Policy (KUA-PPAS) APBK changes to the 2020 Budget Year, the Head of the Banda Aceh Parliament, Farid Nyak Umar, and the Mayor of the City of Banda Aceh, Aminullah Usman, took a photo together. They were joined by two Deputy Heads of Banda Aceh Parliament, Isnaini Husda and Usman.*
Reasoning Devices	Finding
Roots	Dalam teks pemberitaan tersebut, anggaran belanja daerah kota Banda Aceh disesuaikan dengan usulan dan saran yang disampaikan oleh dewan DPRK *The Banda Aceh district budget is modified in the news article to reflect the ideas and recommendations put forth by the Banda Aceh Parliament.*
Appeals to Principles	Dan dari berbagai pandangan dan saran, Kebijakan Umum Anggaran Plafon Prioritas Anggaran (KUA-PPAS) APBK perubahan Tahun Anggaran 2020, disepakati Rp. 1,36 T nantinya akan menjadi pedoman dalam pembahasan anggaran. *The Budget Priority Ceiling General Policy (KUA-PPAS) APBK modification for Budget Year 2020, agreed Rp. 1.36 T will also eventually serve as a guideline in the budget discussion, based on various points of view and proposals.*

Consequences	Berita tersebut secara umum menampilkan *framing* bahwa pada dasarnya antara Pemko Banda Aceh dengan DPRK Banda Aceh menjalani relasi yang kurang baik, sehingga menciptakan persaingan politik di wilayah Kota Banda Aceh. Namun, relasi tersebut berubah menjadi baik ketika muncul nota kesepahaman antara Pemko Banda Aceh dengan DPRK Banda Aceh. *The story in general depicts a picture of a negative relationship between the Banda Aceh Municipal Government and the Banda Aceh Parliament, leading to political rivalry in the area surrounding Banda Aceh City. A MoU them, however, has improved their relationship.*

News Text Analysis "DPRK Minta Pemko Rumuskan Program Strategis Atasi Covid" – Tuesday Edition, September 15, 2020.

Generally speaking, there are no issues with the Kuta Raja rubric for presenting news. However, an analysis using the model of William A. Gamson and Andre Modigliani reveals that there is an effect of news interest that is connected to the dominance of political authority. In other words, the Kuta Raja rubric frames the news by demonstrating the way in which the Banda Aceh Parliament and Municipal Government of Banda Aceh are able to influence one another policy. According to the narrative that has formed, the Banda Aceh Parliament has the right to control the Municipal Government of Banda Aceh, its rival in formulating a tactical plan to combat the Covid-19 outbreak. The analysis that follows employs both framing strategies and reasoning devices.

Tabel 4. Analisis Framing Berita 4

Framing Devices	**Finding**
Methapors	-
Catchphrases	"Program strategis" *Strategic programmes*
Exemplar	"Farid melihat program yang selama ini dibuat pemko seperti Perwal Nomor 51 Tahun 2020 sudah cukup baik. Tapi, kata dia, dalam pelaksanaan di lapangan masih banyak ditemui kendala dan masih ada masyarakat yang belum merespon baik program ini." (Paragraf Kelima) *"Farid notes the high quality of the Banda Aceh municipality legal-drafting programmes, including Mayor Decree, No. 51 of 2020. He said that there are still lots of challenges to overcome in the field, and some communities haven't responded the programme very well."*
Depiction	"terkonfirmasi positif" *"confirmed positive"*
Visual Images	Foto Ketua DPRK, Farid Nyak Umar, sebagai pihak yang representatif dalam mewakili DPRK dalam menjalankan fungsinya sebagai lembaga pengawasan kebijakan pemerintah. *Farid Nyak Umar, the leader of the Banda Aceh parliament, is pictured here acting as a representative party for the Banda Aceh parliament, when performing its duties as a body that oversees government policies.*

Reasoning Devices	Finding
Roots	"Selama ini kita belum memiliki kemampuan untuk mengatasi penyebaran penularan kasus Covid-19," *"So far we have not had the ability to overcome the spread of Covid-19,"*
Appeats to Principles	"Terutama dalam penerapan protokol kesehatan, seperti memakai masker, cuci tangan, dan jaga jarak."Momentum ini menjadi penting untuk merumuskan program tersebut, sehingga pemko mempunyai strategi terukur dalam mencegah Covid-19," ungkapnya." *"Especially in the application of health protocols, such as wearing a mask, washing hands, and keeping distance."This momentum is important to formulate the program, so that the Banda Aceh municipality has a measurable strategy in preventing Covid-19," he said.*
Consequences	"Selain itu kami juga meminta kepada pemko untuk meningkatkan kerja sama dan koordinasi dengan semua pihak, terutama dengan jajaran Forkopimda (Forum Komunikasi Pimpinan Daerah)," pungkas Ketua DPRK,"

B. Framing Analysis of Educational News

News Text Analysis "Banda Aceh Lanjutkan Belajar Daring" – Tuesday edition, 07 July 2020

Education-related issues are raised by the news story. To put it another way, the writer thoroughly analyses the news headline in order to convey the news text's overall message. According to the author in this instance, the news should be interpreted as an instructional message to be conveyed using the Kuta Raja framework.

Table 7. News Framing Analysis 6

Framing Devices	Finding
Methapors	Demi keamanan *For security reason*
Catchphrases	1. Daring (dalam jaringan) *Online* 2. E-Belajar *E-Learning*
Exemplar	"Berdasarkan data terakhir Dinas Kesehatan Banda Aceh, secara kumulatif jumlah kasus positif Covid-19 di Banda Aceh sebanyak 22 kasus. Rinciannya sedang dirawat 10 orang, sembuh 11, dan meninggal dunia 1 orang." *"Based on the latest data from the Banda Aceh Health Department, the cumulative number of positive Covid-19 cases in Banda Aceh is 22 cases. The details are that 10 people are being treated, 11 have recovered, and 1 person has died."*
Depiction	Daring *Online*

Visual Images	Foto Wali Kota Banda Aceh sebagai pihak yang mewakili Pemko Banda Aceh, yang memiliki wewenang untuk menetapkan kebijakan terhadap kegiatan belajar mengajar di wilayah kota Banda Aceh. *Picture of the Banda Aceh Mayor, who serves as the local government's representative and is responsible for establishing rules for educational programmes in Banda Aceh city.*

Reasoning Devices	Finding
Roots	"Kemudian di tambah lagi dalam beberapa pekan terakhir, angka positif Covid-19 di Banda Aceh sempat meningkat, sehingga untuk menjaminkan keamanan para pelajar dan guru serta mencegah penyebaran Covid-19, akhirnya Pemko Banda Aceh memutuskan untuk tidak melaksanakan dulu belajar tatap muka". *The Banda Aceh Government finally chose not to set up face-to-face learning first after the positive number of Covid-19 in the region had climbed over the previous few weeks. This was done to ensure the safety of students and teachers as well as to stop the spread of the virus.*
Appeals to Principles	"Kemudian di tambah lagi dalam beberapa pekan terakhir, angka positif Covid-19 di Banda Aceh sempat meningkat, sehingga untuk menjaminkan keamanan para pelajar dan guru serta mencegah penyebaran Covid-19, akhirnya Pemko Banda Aceh memutuskan untuk tidak melaksanakan dulu belajar tatap muka". "Menurutnya, mengenai jadwal pelaksanaan sekolah secara tatap muka, maka akan dikondisikan dengan perkembangan Covid-19 di Banda Aceh. "Kita tidak mau mengambil risiko jika anak-anak kembali ke sekolah," ujar Wali Kota." *"Then in the last few weeks, the positive number of Covid-19 in Banda Aceh had increased, so to ensure the safety of students and teachers and prevent the spread of Covid-19, the Banda Aceh Government finally decided not to implement face-to-face learning first". "According to him, regarding the schedule of face-to-face school implementation, it will be conditioned by the development of Covid-19 in Banda Aceh. "We don't want to take a risk if the children go back to school," said the Mayor.*
Consequences	Adapun *consequences* dari *framing* tersebut mengarahkan pembaca memiliki perspektif bahwa isu yang diangkat adalah isu tentang pendidikan dengan segala problem yang terjadi, terutama di wilayah kota Banda Aceh. *The consequences of the framing instruct the reader to have a perspective that the issue raised is an issue about education with all the problems that occur, especially in the city of Banda Aceh.*

News Text Analysis "Dinas Pendidikan Banda Aceh Latih Orang Tua Jadi Guru Kedua Bagi Siswa" – Wednesday Edition, July 1, 2020

In general, the title contains news articles about how the Banda Aceh government, through the region's Education and Culture Department, trains parents of primary and secondary school students in Banda Aceh to act as their students' second teachers while they are learning at home during the Covid-19 pandemic. According to the headline, the author categorises the news as a concern for education.

Table 8. News Framing Analysis 7

Framing Devices	Finding
Methapors	"Dinas Pendidikan Banda Aceh Latih Orang Tua Jadi Guru Kedua Bagi Siswa". (Judul Berita) *"Banda Aceh Education Department Trains Parents to Become Second Teachers for Students". (News Title)*
Catchphrases	Mengefektifkan proses belajar mengajar secara virtual *Effectiveness of the virtual teaching and learning process*
Exemplar	"Setiap guru akan mengajarkan orang tua/wali murid dari masing-masing kelas. Bahan yang diajarkan kepada guru ke dua tersebut merupakan cara menggunakan buku paket mata pelajaran yang dibagikan sekolah kepada setiap siswa pada saat mengajarkan anaknya di rumah". *"Parents and guardians of students in each class will be trained by school teacher. The information imparted to the second teacher is a method for using the subject books that student receives from the school to teach their children at home ".*
Depiction	Guru kedua *Second teacher*
Visual Images	Foto siswa sekolah dasar negeri 002 Ranai yang melakukan aktivitas belajar menggunakan masker di Kabupaten Natuna, Kepulauan Riau, Indonesia *Photo of 002 Ranai state primary school students who do learning activities using masks in Natuna Regency, Riau Islands Province, Indonesia*

Reasoning Devices	Finding
Roots	"Jelang memasuki ajaran baru tahun 2020/2021, Pemerintah Kota Banda Aceh melalui Dinas Pendidikan dan Kebudayaan setempat melatih orang tua murid/siswa SD dan SMP se-Banda Aceh untuk menjadi guru kedua bagi anaknya selama belajar di rumah di tengah pandemi Covid-19". *The Banda Aceh City Government is preparing parents of elementary and middle school students in Banda Aceh to act as their children's second teachers while they are studying at home in the midst of the Covid-19 outbreak. This is done through the local Department of Education and Culture.*
Appeats to Principles	"Kepala Dinas (Kadis) Pendidikan dan Kebudayaan Banda Aceh, Dr Saminan Ismail MPd kepada Serambinews.com, Rabu (1/7/2020) mengatakan konsep tersebut dilakukan pihaknya untuk mengefektifkan proses belajar mengajar secara virtual atau dari rumah sebelum dibolehkan kembali belajar tatap muka". *"The concept was prepared to make the process of teaching and learning virtually or from home before being allowed to return to face-to-face learning," the head of the Banda Aceh Education and Culture Department, Dr. Saminan Ismail MPd, said in a statement released on Wednesday (1/7/2020).*

Consequences	*Frame* tersebut mengarahkan pembaca kepada pemahaman bahwa adanya pelatihan tersebut bermanfataan bagi proses belajar mengajar, yaitu guru, siswa maupun orang tua dari siswa itu sendiri. *The frame leads the reader to the conclusion that having a training programme in place benefits everyone involved in the teaching and learning process—teachers, students, and even the parents of the kids.*

C. Discussion and Critical Analysis

Our findings reveal that there is no explicit political news to be found, but a closer look utilising William A. Gamson and André Modigliani's framing analysis approach reveals that the published news leads to political news, something like has been revealed by prior studies (Berghel, 2017). For instance, we can learn about political individuals like Aminullah Usman, the Mayor of Banda Aceh, via the news. The reporting on the news concerning Aminullah appears to be accurate at first glance. However, a close examination reveals that the news has a powerful framing inclination (Tewksbury & Scheufele, 2019).

First, there were 63 news stories about Aminullah Usman that were published by the Kuta Raja column between July and September 2020. These stories were divided as follows: in July, 20 stories out of 30 were published; in August, 19 stories out of 29 were published; and in September, 24 stories out of 30 were published. Even while not all news is given headline treatment, Aminullah's figure frequently appears in all of the news. This point to the idea that Aminullah's own political imaging is what the Kuta Raja citation in this instance means when it portrays the news about him. To put it another way, the portrayal that is typically done through campaign activities is really done in this case through the media, as done by the Kuta Raja rubric. The reader gains an awareness of Aminullah's political image through repeated reporting, including the Kuta Raja column, by knowing that it is frequently done through the media.

Second, Aminullah's news falls under the category of celebrity news. Additionally, framing content is included in the direction of understanding that is produced where the conspicuous framing is the featured frame. One may argue that the way in which this figure is framed significantly affects political communication tactics. Political leaders must be present in political communication, therefore it is crucial to maintain and improve the reputation that has been associated with the political communicator. When political communication occurs, the audience to whom the political figure communicates has an impact in addition to the political message itself. The politician's mission is to advance political institutions and the political image (Lalancette & Raynauld, 2019). The framing of Aminullah's political figure has an impact on the political image's stability in the next elections as well as the consolidation of the political institutions, much like his inclusion in the Kuta Raja column did. Aminullah Usman used his political communication strategy to project a political image through the Kuta Raja rubric media. If you want to survive and progress in your political career, you need the correct political communication strategy in the upcoming mayoral election (Susila, Dean, Yusof, Setyawan, & Wajdi, 2020).

The aforementioned justification leads one to the conclusion that the Kuta Raja rubric does not just offer news about public services as was intended from the goal of creating the Kuta Raja rubric itself. Although the material in the Kuta Raja article is completely accurate, the framing often leads readers to believe something other than what is actually true. In its reporting, the Kuta Raja rubric pays close attention to the accuracy of the information, but it does not significantly benefit the community in terms of the quality of the news because

it frequently uses framing to certain aspects, like politics, which should not be covered by the Kuta Raja rubric because its goal is to serve the media public by focusing only on the news representing political ellites instead of giving voice to public opinion as well (Farhall, Carson, Wright, Gibbons, & Lukamto, 2019).

Moreover, it is crucial to remember that every article must consider the attitude and be impartial towards all parties, including to political parties and political figures (Stubb & Colliander, 2019). As a community-focused media outlet, Kuta Raja was created with the intention of serving the locals. As such, everything of the news that is covered falls under this category. The Kuta Raja rubric favours particular parties and tends to frame particular individuals, pays less attention to this issue in its application. Additionally, in its reporting, the media must take a critical stance towards government initiatives that do not benefit the community. According to the findings of the Kuta Raja columnist's inquiry, the news can not be claimed to serve as the checks and balances mechanism on the government's policies to save our democracy (Ginsburg & Huq, 2018).

Conclusion

The criteria used by Kuta Raja to frame political and educational messages do not include balanced news, where more political than educational messages are highlighted. Even though the Kuta Raja rubric is intended to be a public service media outlet rather than a political one, education is a fundamental component of public service information (Buckingham, 2019). The Kuta Raja rubric itself frames political and educational news by emphasising specific aspects, including the choice of words or sentences that contain metaphors (parables), catchphrases (interesting phrases), examplers (linking frames with examples), depiction (by depicting or painting a connotative issue), and also by choosing visual images in the form of pictures or images that support the frame as a whole.

The Kuta Raja rubric also makes use of logic artifices like roots, which is a causal analysis of the origins and consequences of the framing, appeals to principle by sorting and selecting the moral assertions that should be shown, and contains qonsequences, which are the outcomes of the framing. In contrast to the aforementioned approaches, the Kuta Raja rubric exploits certain occurrences by creating the aforementioned news depending on the interests of specific parties; this shows that the Kuta Raja rubric lacks the idea of independence in publishing a news item. Instead, they were trapped in the politics of media where impartiality, neutrality and cover both sides are long forgotten (Kruse, Norris, & Flinchum, 2018).

It may be argued that the scenario of political and educational activities that took place in the Kuta Raja area between July and September 2020 tends to be unpredictable. First, political developments at the time frequently produced political environments for picturing in advance of the 2022 elections. Politicians exploited such circumstances, including the Kuta Raja image criteria, to display themselves in a variety of media. According to William A. Gamson and Andre Modigliani's framing theory, political elements in the Kuta Raja rubric are more prevalent than news that also includes public service components, like education. This is because of the numerous framing strategies that are employed.

The Covid-19 pandemic struck the globe at that time, having an impact on public services like schooling. The Kuta Raja rubric, which covers numerous events involving education that happen as a result of the epidemic, pays less attention to this problem. In reality, every news story should give priority to education because it is a fundamental

component of public service. According to the findings, communications that incorporate framing in one particular direction, such public service, are less prominent.

Having said that this present study has its own limitation too, namely the subject of media news observation and analysis merely focused on two months instead of longer period of publication. As a result, this can not be overtated in other contexts or even rubrics at the same newspaper. Future studies are thus encouraged to scrutinize a much longer time period to find consisten findings revealing whether newspaper can still be a reliable and neutral source of information. In addition, this present study also offers its analysis of one daily newspaper in Aceh. Profound examination on different and mushrooming online newspapers and portal news, especially approaching the time of election, can be an excellent source of data and analysis for media discourse.

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