Online Media and News Framing of President Donald Trump

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ABSTRACT

The White House under the command of President Donald Trump gave birth to controversy. Trump, for example, restricts Muslim immigrants, orders the construction of walls on the US-Mexico border, seeing global warming as not a sexy issue, until the decision to leave UNESCO. This study aims to compare the framing of the news in the perspective of the application of ideology and political economy to the media. This research is qualitative with the method of analysis of framing Zhongdang Pan and Gerald M. Kosicki. With this approach, researchers will look at domestic and foreign online media. The domestic media chosen is Sindonews and Liputan6. For foreign media, this research will explore framing by Foxnews.com and Aljazeera.com. The results showed Liputan6.com saw Donald Trump as a reflection of a large conspiracy and at the same time a controversial figure, which needed to be reported on the main page. Whereas on Sindonews.com saw that Donald Trump's controversy was not too prominent, so he did not have to be a head line. As for the two well-known foreign media, they reported in the frame of their political economy. The frame worn is the interest of the owner, namely Foxnews.com subject to the power of world media tycoon Rupert Murdoch. Aljazeera.com seems to serve the interests of the Qatar government.

Keywords : Online Media, Trump, Framing, Controversy.

I. INTRODUCTION

A necessity that online digital media is the one most often used by the community to fulfill their information needs.. This is because of its superiority compared to other media, such as ease of access, practical, fast, actual, readable, and so on. In terms of price, online-based information access is also relatively cheap, so many people choose the communication vehicle. As a vehicle for news delivery, online media certainly preaches events by adhering to journalistic rules. Controversial things, for example, certainly have certain news values. News about the controversy figure Donald Trump returned to bloom after his policy banned 7 Muslim countries from entering the United States. The important issue sparked public questions, why Trump was so phobic about Muslims. Mass media both domestically and abroad will certainly preach it. It was an attempt by the press to provide information about the controversy, that there had been problems that would affect the tolerance of people's lives in the world. In particular it certainly has an impact on Muslims in the United States.

However, the media have policy authorities where they have their own ways of designing and presenting information. Reality is not directly enjoyed through a computer screen or smartphone, but is processed through certain mechanisms in the media. In this context the mechanism in question is a framing that is always used by the media in reporting

events. All existing realities are not just presented as they are. But all this must go through the applicable mechanism, including the concept of framing which is always used by the media in writing news. Likewise with online media Liputan6.com, Sindonews.com, Foxnews.com and AlJazeera.com. In this study, researchers were interested in seeing and comparing the news through the frames used by each of these media. By comparing the media framing, researchers will find the concept of framing that is used by each media in packaging the news they present.

II. THEORETICAL FRAMEWORK

Communication science thinker Alex Sobur (2004), said "Framing is an approach to find out how perspective or perspective used by journalists when selecting issues and writing news". Based on this understanding, the author understands that framing is how reporters report an event based on the perspective they want to convey to the reader. In the selection process, not all facts obtained by the reporters were written on the news. However, there are facts that are deliberately highlighted, but there are also facts that are discarded. All that depends on what he wants to convey at the news. According to Eriyanto (2002): "Basically framing is a method for seeing media telling stories about events. The way to tell the story is illustrated in the "how to see" the reality that is made into the news. This "way of seeing" influences the final outcome of reality construction. Framing analysis is an analysis used to see how the media constructs reality.

Framing analysis is also used to see how events are understood and framed by the media. "From the two objectives of using framing analysis revealed by Eriyanto, in this study researchers used framing to see how media construct reality. In the construction, the media uses their perspective in writing news. It was intended to shape public opinion in accordance

with what the media thought. Gitlin revealed, "Making the frame itself is based on various internal and external interests of the media, both technical, economic, political or ideological" (Hamad, 2004).

It can be said that in the construction process, the media is influenced by various factors in selecting the issue. Aditjondro, as quoted by Sudibyo defines: Framing as a method of presenting reality in which the truth about an event is not totally denied, but subtly deflected, by highlighting certain aspects only, by using terms that have certain connotations, and with the help of photos, caricatures, and other illustrative tools (Sobur, 2004). In other words according to Aditjondro, framing is used to reconstruct reality by diverting an event based on the views of journalists.

Based on the above understanding, the researcher concludes that framing is a method used to present the news by constructing reality in accordance with what is thought by the media. "... Each report is a result of the construction of reality on the reported event" (Hamad, 2004). So, what the media convey is a report on reality that has been constructed based on the perspective of the media. Hamad further said, "All the contents of the media are nothing but reality that has been constructed in the form of meaningful discourse. So what is constructed by the media is not merely without purpose and purpose. All news is done to retell reality to the public, but from a media perspective.

This study uses a framing analysis of the Pan-Kosicki model. Communication researcher Eriyanto in his book "Framing Analysis" said the framing model introduced by Pan and Kosicki was one of the most popular and widely used models. Framing is defined as the process of making a message more prominent, placing more information than others so that the audience is more focused on the message. Prominence is done so that a message is more

meaningful and easily understood by the audience. According to Pan and Kosicki, there are two conceptions of interrelated framing. First, in psychological conception. Framing in this conception places more emphasis on how one processes information in him. Framing is related to cognitive structures and processes, how one processes a certain amount of information and is shown in a particular scheme. Second, the sociological conception, where the sociological view is more to see how social construction over reality (Eriyanto, 2002).

This model assumes that every news has a frame that serves to make important news to be known to the public. By using a certain frame a protrusion will be easier for the audience to understand. "This frame is an idea that is connected with different elements in the news text (such as quoting sources, background information, using certain words or sentences) into the text as a whole" (Eriyanto, 2002). In this approach, the framing device is divided into four large structures, namely syntax, script, thematic, and rhetorical.

III. METHOD

This study uses a qualitative approach that aims to mobilize or construct a proposition and explain the meaning behind the reality under study. This research seeks to look at things that are happening in the world and attach the findings obtained in them (Bungin, 2001). Reality does not only have one meaning for qualitative researchers. Each researcher creates reality through his reference. Qualitative researchers observe the entire process because reality is comprehensive and cannot be divided (Wimmer & Dominick, 1991). Analysis of Pan and Kosicki's framing was chosen as the method of analysis of this study. Pan and Kosicki (in Eriyanto, 2002) state that framing is the process of making a message more prominent and placing one more information than

another, so that the audience is more focused on the message.

IV. DISCUSSION

If observed, the reporting of Donald Trump in the online media liputan6 and Sindonews for the period of February 2017, shows the direction of different frames. Liputan6 considers there is something important and with this the audience has the right to know. Perhaps, that's why from the 30 news about Trump located on the main page on his online website portal. Even though the news is not very important, and is only information about the development of controversy, Liputan6 still places it on the main page.

One of the producers from Liputan6.com, Isna Setyanova considers something serious about this Donald Trump figure. "The world is in a bad condition. There is a superpower leader who discriminates against religion. "This is what makes Liputan6 so eager to report on Donald Trump. Furthermore, Isna said "there are many worries of the world community towards Donald Trump's leadership style, it triggered a strong reaction from some Indonesian citizens." From the statement, Liputan6 wanted to guard this controversial problem until it ended. The existence of Trump is a threatening existence. As a media, Liputan6.com positions itself as a guard dog in the matter.

The controversy of the policies taken by Donald Trump, such as the prohibition of entering 7 Muslim countries, is seriously addressed by the world, including Indonesia. With news on a large scale, Liputan6 hopes that the public, especially in Indonesia, will monitor and assess the policy of the President's controversy in Uncle Sam's country. Because this can have an effect on our country, for example the influence of dollar exchange. Because according to the agenda setting theory, something big will be forgotten by the public if the media forget it.

For this reason, Liputan6 is consistent in highlighting this problem, so that people do not forget about this problem.

In the contents of the news text, Liputan6 presents it in an actual, sharp and reliable manner in accordance with the characteristics of this online media slogan. Just as in reporting other issues, Liputan6 is more open and courageous in writing the news. Liputan6 is also very critical in reporting on this issue. In addition to using straightforward and firm language, Liputan6 also uses graphic elements to strengthen their views. However, there are other indications on the contents of the text reporting on Liputan6 from the CNN alert on Wednesday (01/01/2017), which directs the involvement of Donald Trump who has helped ISIS. Another former ISIS militant said tensions between Muslims living in the West and their government were conditions desired by ISIS. Unlike Liputan6, Sindonews does not highlight the news about Donald Trump too much. In Sindonews online media, researchers only found 13 study objects to be examined during the initial month period and until the end of February 2017. From the 30 news, there were 2 news stories placed on page 2. Very inversely proportional to Liputan6, all news authors found on the main page. In addition, Sindonews does not display much graphics to emphasize his views on this case. Even if there are, photos or sketches that are displayed do not really highlight the Sindonews frame. In fact, interesting visualization and design in the form of prominent graphic elements such as images, photos, tables and the exploitation of color prints are the strengths of this online media. However, in this case Sindonews does not emphasize that which is his trademark.

In the selection of headlines, Liputan6 is far more straightforward and critical in revealing facts and data about Trump. In contrast to Sindonews who seemed very careful in reporting on this issue. Although basically journalists must obey the code of ethics in writing news, but from this difference, we can see clearly that there are frames formed from each media in reporting a case.

Furthermore, for international media Aljazeera.com and Foxnews.com. Framing analysis on both online media showed different results. Aljazeera.com contains news based on communities outside the US government, namely affected immigrants and citizens of the United States. Media alignments are very visible, thus reinforcing the assumption that media is not neutral. Based on the Political Economy Theory of Media, Aljazeera.com seems to submit to the Qatari government which tends to be anti-American and anti-semitism, so it sacrifices objective and neutral reporting. This is not much different from Foxnews.com. The media owned by Rupert Murdoch who is actually a sympathizer of the Republican party exposes Donald Trump's campaign promises and takes many opinions from the government side and sympathizers who support Donald Trump's policies.

Foxnews.com does not provide much perspective other than the government side. This media displays a lot of Donald Trump's policies that make the United States safe, without disclosing in detail the real impact of the policy. On the contrary, Aljazeera.com takes the perspective of the directly affected people and Americans demonstrating against the policy, without giving an explanation of national security related to extreme vetting. Media reality should approach the real reality by displaying complete news, including balanced news sources. However, the two media did not do it. Based on Political Communication Theory, the purpose of the news carried out by Foxnews. com and Aljazeera.com are building public opinion about Donald Trump's policies towards immigrants. Foxnews.com wants to build public attitudes and actions from the perspective of Donald Trump's government. Foxnews.com seeks to influence the construction of social reality in the community to support Donald

Trump's policies. This can be seen from the phrases contained such as, "nation without a border is not a nation". It seems as if he wants to say that the United States needs that wall.

The bloated polemic about the budget for the construction of the wall will also be overcome through the prominence of the solution proposed by the government, namely the application of tariff imports. This was followed by another Donald Trump statement, "I'm just telling you there will be a payment" (Fox News, 2017). Meanwhile, regarding "extreme vetting", Foxnews.com also featured Donald Trump's statement, "It's about terrorizing and keeping our country safe, not Muslim ban" (Fox News, 2017). Foxnews wants to build attitudes and actions of the public that support Donald Trump's policies for state security.

On the contrary, Aljazeera.com seeks to influence the construction of social reality in society to reject Donald Trump's policies. This is supported by various figures showing that the United States is losing revenue from the construction of walls and phrases such as, "President Trump is not allowed to continue" (Al Jazeera News, 2017) Aljazeera. com tries to make the public have a counter attitude towards Donald Trump's policies. Aljazeera.com wants to influence the public to reject Donald Trump's policy series because it is considered detrimental to the United States.

Foxnews.com and Aljazeera.com through the two news studied, failed to carry out their obligations to convey information objectively. Both media have taken a neutral position. Aljazeera.com only expresses opinions from the community against Donald Trump, as well as immigrants affected by Donald Trump's policies. Aljazeera.com has solidarity with immigrants because this media is owned by the Qatar government. Whereas Foxnews. com only conveys the implementation of policies and promises

of Donald Trump's campaign that will be followed up in the near future. Framing done by Foxnews. com and Aljazeera.com raise two different opinions. Muslim communities tend to reject policies, while the people of the United States support. Donald Trump's policy is an ordinary policy and does not need to be worried about by the people of the United States. Donald Trump's policy is an effort to fulfill Donald Trump's political promises. The United States as a big country that has an influence on the living conditions of the global community is seen as too arrogant. The United States, which also has a special position at the United Nations, should be a country that helps peace and benefit the world in order to create a just and prosperous world.

V. CONCLUSION

Based on the results of the study, it can be concluded that there are differences in frames between Sindonews and Liputan6. From these differences, it can be seen that each media has its own perspective on a problem and event. This difference is influenced by the ideological factors of each media company. Liputan6 gives great attention to the problem of Donald Trump's controversy policy. For Media Liputan6, this problem is a good momentum for the government to be able to prove its seriousness in fostering relations with the United States, given that Indonesia has a majority Muslim population.

Through the news, Liputan6 intends to show its concern for world peace. Liputan6 was very consistent in writing news headlines and guarding them until the controversy over the issue of policy. However, on the contents of the news, Liputan6 always directs that there is an interest in propaganda or an agenda of conspiracy that will be taken by the State of Uncle Sam as long as it is lead by Donald Trump. Sindonews in the matter of this controversy is in a neutral position. By not making a lot of prominence over the contents of the news,

Sindonews did not put himself in a position where the problem of this controversy policy. Sindonews seems very careful in reporting the controversy. Thus, Sindonews does not consider any serious matters to be revealed in the matter of this controversy. From the differences in the second frame of online media, it shows that in looking at a problem, the media has their own perspective. Even though the case is the same, the media package it differently based on their perspectives and ideological factors that influence their media content. Framing is formed to confirm to the audience, where they are.

Framing news coverage online is seen through the selection of news sources, selection of quotes from news sources, and placement of images. Framing analysis also shows the magnitude of the influence of media owners who have an impact on the news. This shows that news neutrality and objectivity are influenced by the interests of the owners of capital. Framing by Foxnews.com sided with the interests of media owner Rupert Murdoch as a Republican supporter. Whereas Aljazeera. com sided with the Qatari government which contradicted American policy and had solidarity with Muslim countries. Aljazeera.com presents news in more detail through images, data, and highlighting more interesting quotes. Foxnews.com further highlights Donald Trump's promises without presenting data.

Foxnews.com describes Donald Trump's image as a positive figure. This image is formed based on the reason that the implementation of immigrant policies is aimed at national interests. This policy has also been used by the United States before Donald Trump's leadership. While Aljazeera.com describes Donald Trump's image as a negative figure. This image was formed based on the reason that the policy regarding immigrants was discriminatory for Muslims.

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