

The Role of Radar Solo in Yuro' Victory *Framing Analysis of Radar Solo June 2018 Edition*

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Abstract : Juliatmono - Rober Christanto (YURO) pair won regional election in Karanganyar regency on June 27th 2018. The victory could not be separated from the role of mass media in covering every election stage. Every media has its own views to presents reality. Radar Solo is one of the media that cover YURO issue. This framing analysis of YURO' winning aimed to identify the perspective of the newspaper in covering YURO issue. The research method used was text analysis using constructionism with qualitative research. The object of this study is Radar Solo June 2018 edition. Framing analysis by Zhogdang Pan and Kosicki model is used as the data analysis technique. The result of the analysis shows that there is a media coverage strategy employed by Radar Solo in presenting YURO issue. Radar Solo has a frame that YURO deserves winning because it has massive support base and possesses a good leadership skill.

1 INTRODUCTION

2018 have been the special year for some region when several regional elections occur, including in Karanganyar. The 2018 simultaneous regional election took place in June 27 2018 with Karanganyar, Central Java as one of the regions who participated in that democratic event. In that event, Juliatmono - Rober Christanto's (YURO) pair made to poll 296,895 votes, having an edge on its rival Rohadi Widodo - Ida Retno Wahyuningsih who polled 231,242 votes. The YURO pair was supported by Indonesian Democratic Party of Struggle (PDIP), The Party of the Functional Groups (Partai Golongan Karya), the Democratic Party (Partai Demokrat), the National Awakening Party (PKB), the National Mandate Party (PAN), The People's Conscience Party (Partai Hanura), and The Great Indonesia Movement Party (Partai Gerindra). YURO pair won in 15 out of 18 districts in *Intanpari* land.

The YURO' victory in regional election in Karanganar was a set of long series of the local political journey. Juliatmono used to be a member of Karanganyar Legislative Council (DPRD) before elected as a regent for one term with his partner Rohani Widodo. He then won this year regional election with Rober Christanto as his current partner, disbanded himself from previous partner due the

absence of support from Golkar's central executive board (DPP). They recommended Rober instead of Rohani as the vice regent. Rober himself was a familiar figure in the political circle in Karanganyar, referring to his status as the member of Karanganyar Legislative Council from Indonesian Democratic Party of Struggle (PDIP) (Joglosemarnews.com).

YURO's political career during 2018 regional election always became the limelight of the local media. Each media presented messages in order to the public to catch the meaning. Constructionism stated that communication is the production process and is a method of exchange meaning. The focal point of this view is how the message is made and created by communicator and how it is actively perceived and interpreted by the individual recipient. The same events can be covered differently by media. The difference happens because that one event is understood and constructed differently by media. There are two main essence of media framing. First is how the event is understood, which is related to what side that needs to be covered or not. Secondly is how the facts are written. This aspect pertains to the usage of words, sentences, and picture to support the ideas (Eriyanto, 2002: 10).

In 2018 Karanganyar's regional election, Radar Solo became one of the media that always oversaw the issues. This local newspaper of Jawa Pos network's member regularly reported the

development of the event. During June 1st until June 27th 2018, Radar Solo covered the election issues in five editions. From those five editions, Radar Solo had formed a diverse public opinion about YURO because of the media coverage that utilize the perspective and framing towards reality of YURO.

2 METHODS

To answer the problem formulation above, the research will be using method of text content analysis using constructionism with qualitative research. Constructivism studies various important aspects to build a constructed idea, there are the social, behavioral, cognitive and linguistic aspects that influence message information and reception. Therefore, constructivism's principle lies on the idea that people's individual interpretations of the social realm, shape or construct their communicative behavior.

2.1 Data Collecting

The data for this research will be collected in form of tangible words and is not forming of a series of numbers and can't be arranged in categories / structure classification, thus, the paper will be using qualitative research as its method (Sillalahi, 2009). The object for the study was Radar Solo, June 2018' edition.

2.2 Framing Analysis

Data analysis technique which was employed was framing analysis by Zhogdang Pan and Kosicki model. Based on the aforementioned explanation above, the problem formulation for this research will be, "How is the role of Radar Solo in the winning of YURO in 2018' Karanganyar Regional Election?".

3 RESULTS AND DISCUSSIONS

The media coverage about YURO in Radar Solo, quantity-wise, was not abundant. Yet the coverage is quiet favorable for the pair. A month prior to the election, there were five news articles from Radar Solo that covered the election issues and mentioned YURO. The news articles were :

Edition	Title	Page	Note
June 13, 2018	Bisa Jadi Percontohan Jateng	6	
June 23, 2018	Sebagian Alihkan Dukungan	6	
June 24, 2018	Jurkam Pusat Amankan Suara	1	
June 25, 2018	Dilarang Mobilisasi ASN	5	
June 27, 2018	Harmoni Pesta Demokrasi	1	

Table 1 : News from Radar Solo that covered the election issues and mentioned YURO on June 2018

Based on the news above, we could see the packaging made by Radar Solo towards the YURO winning using framing analysis of Zhongdang Pan and Kosicki model. This model assumes that every news has a frame that function as the center of ideas organization. In this context, the usage of an instrument that can be conceptualized in the concrete element of a discourse is carried out. Then it can be arranged and manipulated by the news maker and communicated in the communication awareness. This instrument can be interpreted into four big structures: syntactical, script, thematic, and rhetoric.

From its syntactical structure, Radar Solo made up the election news from the YURO perspective and it could be seen from the selection of the title. "*Bisa Jadi Percontohan Jateng*" (To be Central Java Model) was chosen as the news title in June 13th ' edition. Radar Solo elaborated Golkar action in Karanganyar as a model which can be emulated by other Golkar cadres in other regions. The journalist chose two source persons which were the Chairman of Golkar, Airlangga Hartanto and the Chairman of Golkar Regional Representative Council of Central Java, Iqbal Wibisono. The whole comments in the news were positive and favoring Juliatmono leadership. It was later completed by the picture of Airlangga with Juliatmono along with the elite politicians in Golkar body. The total of ten people in the picture posed with victory salute, signing the number of YURO pair in 2018's regional election.

The same favor went to YURO couple in the news published by Radar Solo in June 23rd's edition. In this edition, "*Sebagian Alihkan Dukungan*" (Half Changes Votes) was chosen as the title, portraying the circumstance of Rohadi Widodo - Ida Retno Wahyuningsih (RODA) open campaign. The news was put in the 6th page and the title alone showed that RODA pair was left by its supporters and they swayed to YURO' side in turn. In the June 24th's edition, Radar Pos issued the headline in the first

page of the newspaper entitled, “Jurkam Pusat Amankan Suara” (Campaigners Secured Votes). It was mentioned that some prominent national campaigners attended the event. In the news’ closing paragraph, a total of 35 thousands participants were reported present in that campaign, an evidently massive numbers for a campaign in Karanganyar regency level. In addition, the picture of YURO pair amidst the crowd was added in the report.

From the script structure, Radar Solo created a chronological and systematical plot. It consistently followed the news writing standard including what, where, why, when and how (5W1H). And the same method is used to cover the YURO issues. In some of the news, they also highlighted how YURO directed their power, from how Golkar could be portrayed as a model for other regions (June 13th’s edition) to how the national campaigners secured YURO votes (June 24th’s edition).

From the thematic structure, Radar Solo presented the messages to the public that YURO pair was different from others. They showed a solid teamwork starting from the candidacy stage, to campaign until the election process. They also utilized the cause-effect notion in the news entitled “*Sebagian Alihkan Dukungan*” (Half Changes Votes). It explained about why the supporters of RODA withdrawn their supports to the pair and joined YURO’s side instead. Another strong support also showed in the Radar Pos’ following edition of June 24th by embracing the title “*Jurkam Amankan Suara*” (Campaigners Secured Votes). It highlighted the thematic structure carried out by Radar Solo.

From rhetoric structure, Radar Solo allocated big portion of its news space to YURO’s pair. The news about national campaigners who attended open campaigned was placed in the headline unlike the others which were placed in the middle or last page. The pictures showed in the reports also signed the victory salute symbol.

Mass media indeed has massive impact to cover the general election. As a mass media, Radar Solo have advantage to use the linguistic aspects for the matter of influencing message information and reception. Based on the constructivism studies, the phenomenon of Radar Solo News on June 2018, more or less have the feasibility to build certain in favor idea for Juliatmono - Rober Christanto (YURO). And yet, even though YURO has massive supports base and possesses good leadership skill, by emphasizing the news in the scope of the pair issues, it is effectively gain main attention of the public to notice the good image of the pair thus,

indirectly playing a particular role for the pair’s victory.

4 CONCLUSIONS

Through YURO’s media coverage in Radar Solo June editions, it can be concluded that Radar Solo’s frame is: YURO deserves winning because it has massive supports base and possesses good leadership skill. And even though it is blunt to say that YURO won the election because of Radar Solo, as a mass media it still plays role to show its point of view of the pair that may took some attention from the public. Not only cover the issue chronologically and systematically, but the mass media give the pair some highlight for the pair so that people especially in Karanganyar regency area will recognize them more for the regional election. The repetition surely leave an impression within the civil society of the region.

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