FRAMING ANALYSIS OF SOCIAL CRITICISM MURAL NEWS IN ONLINE MEDIA

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Abstract

The purpose of this study is to determine the framing of social criticism mural reporting in online media Tempo.co by analyzing news related to social criticism murals published in online media. This research using qualitative research methods is exploratory and plays a very important role in creating hypotheses or understanding of various social variables. The results showed that not all news could be analyzed with the full framing framework of Gamson and Modigliani, because in some news, researchers did not find any specific framing elements. But overall, researchers can identify the framing of news by tempo.co based on the analytical framework, in fact news from this online media has presented a lot of information related to the existence of social criticism murals.

Keywords: framing, mural, social criticism, online media

1. INTRODUCTION

Since the leadership of the first President of Indonesia until the leadership of the current president has not escaped criticism, the emergence of this criticism is due to public dissatisfaction with a policy or performance of the government itself. During the second term of President Joko Widodo's tenure, on March 2, 2020, from the high cases of COVID-19 transmission in Indonesia, steps from the government in an effort to prevent the rate of transmission of COVID-19 the government made a policy of Enforcement of Community Activity Restrictions (PPKM). This policy or rule has received many protests from the community, people think that this rule makes it difficult for them to earn sustenance to meet their daily needs.

These murals containing social criticism became a hot topic in August 2021, some of these murals are: 'Forced to Be Healthy in a Sick Country' 'God I'm Hungry' and what makes the government uneasy Jokowi 404: *Not Found* mural in Tangerang, these murals went viral on social media, after the viral on social media the police rushed to delete and also hunt down the mural makers, The government through the police does not justify criticism through this mural because an act of *vandalism* (destructive act) damages the beauty of the city so that the authorities remove the murals and

hunt down the mural maker, specifically the Jokowi mural 404: *Not Found* the government considers the President as a national symbol and makes an element of insult to the President so that it condemns and hunts down the mural maker for legal proceedings.

Social criticism is satire, response, aimed at something that happens in society when there is a *confrontation* with reality in the form of lameness or depravity (Amalia, 2006: 1). Social criticism is raised when social problems cannot be addressed and social change leads to dissociative effects in society. This indicates that social criticism in a work is a criticism of social problems that occur in a community environment.

Social criticism through this mural is also the focus of news in online media, many online media that raise this issue or topic in their reporting make interesting topics into the news ranging from news *headlines* to news content, online media package it attractively to attract the interest of readers. In the selection of online media to be studied, namely Tempo. co, researchers chose online media Tempo. co because tempo is a media that often criticizes policies made by the government.

The interest of researchers in this study is to be able to find out the framing or framing of news topics related to social criticism

through murals in online media Tempo.co in constructing the news, the media certainly has its own way or their own way of responding to an issue to be discussed. This makes the media have to be smart in framing news related to the issue, this is also one of the factors so that readers become interested in reading news on the online media. Researchers chose online media as the object of this study, namely because online media can be easily accessed anytime and anywhere while the location or place can be reached by the internet network. Regarding the selection of news to be studied, researchers chose news publications, namely the issue of August 12, 2021, to the news issue of August 21, 2021, on online media Tempo.co because the news of this social criticism mural was warmly reported on the date that the researcher had chosen.

2. LITERATURE REVIEW

2.1. Political Communication

Graber in Arifin (2011: 12) views that political communication is a process of learning, acceptance, and approval or habits or rules, structures, and environmental factors that affect political life. Political communication plays a role in the activities of political parties which are generally political thoughts, political talks, and political actions. Political *communication* is communication involving political messages and political actors, related to power, government, and government policies (Arifin, 2011: 28).

Political communication is not a stand-alone function, but rather the process of delivering messages that occurs when the other six functions are carried out. The six functions are Political socialization and recruitment, formulation of interests, merger of interests, rulemaking, application of rules, and termination of rules. This means that political communication is always present in every function of the political system. The campaign is the space and time of political actors to show their ability to be leaders. Campaigning is also a form of political communication in order to get support from many circles (Mukarom, 2016: 31).

2.2. News and Online Media

The value of news determines not only what events can be reported, but also plays a role in how events are defined. When an event is categorized as news, it is selected according to certain rules. Only certain events that have a certain measure are referred to as news not all aspects of the event are reported, certain parts must have news value. Because with high news value will be able to attract the attention of the audience (Eriyanto, 2004: 105). Meanwhile, online media or often called cyber media can be interpreted as media that is presented online on internet websites. Online media is the third generation after print and electronic media. Online media is a product of online journalism or cyber journalism which is defined as reporting facts or events produced and distributed via the Internet (Romli, 2012: 30).

2.3. Social Criticism Through Mural

Social criticism is a form of communication in society with the aim or function as control over the running of a social system or social process (Cangara, 2009). In doing a social criticism, there needs to be a motivation or encouragement to build, not to bring down because social criticism is not to add to the atmosphere and create new conflicts, but is used as social control to create an expected value by mutual agreement.

Mural or often termed wall painting is the creation of people who have painting talent, mural is a *graphic art* that was originally used as an artistic expression. The development of the function of murals can contain messages of social criticism as a reaction to resistance and upheaval that arises in the midst of society or against government policies that are not in line with the interests of the people.

2.4. Framing Analysis of William Anthony Gamson and Andre Modigliani

The formulation of Gamson and Modigliani's model is based on a constructivist approach, looking at the representation of news media, consisting of interpretive packages containing certain meanings construction. In *this package,* there are two structures, namely *core frame* and *condensing symbols*. The first structure is central to the organization of the elements of the idea, helping the communicator to show the substance being discussed. While the second contains two substructures, namely *framing devices* and *reasoning devices* (Sobur, 2002: 176-177).

This study used *model framing* analysis of William Anthony Gamson and Andre Modigliani. Gamson and Modigliani explain that *framing* is a trick of mass media presenting an event wrapped in a certain concentration of activity. This is done with the aim and hope that the audience thinks the same as presented.

3. METHODS

This research was designed with descriptive qualitative methods. Descriptive qualitative is more appropriate when used to examine problems that require in-depth study, such as behavioral problems, media problems, and media effects, problems of public policy implementation in society, and so on (Bungin, 2008: 69).

The basis of Gamson and Modigliani's research oprationalizes two structural dimensions of news text as *framing devices,* namely, media *packages,* cores, frames, condensing symbols, these three structural dimensions have certain meanings. The first structure is central to the organization of the elements of the idea that help the communicator to show the substance of the issue being discussed. While the second structure contains two substructures, namely *framing devices* and *reasoning devices*. The structure *of framing devices* that include *methapors, exemplaar, catchphrases, depictions, and* visual images *emphasizes the justification aspect of how to look at issues, namely* roots *(causal analysis) and* appeals to principle *(moral claims).*

a. *Framing* analysis is one method of media analysis, as is content analysis and semiotic analysis. *Framing* is simply framing an event. Framing analysis is used to find out how the perspective or perspective and that perspective ultimately determines what facts are taken, which parts will be highlighted and omitted.

b. William A. Gamson's *framing* analysis model considers the *Frame* as a way of telling stories or ideas that are arranged in such a way and present the construction of meaning from events related to a discourse. The

journalist's perspective when selecting issues and writing news is referred to by William A Gamson as a *package*, which is a series of ideas that show what issues are discussed and which events are relevant.

c. The mural news referred to in this study is news with the same event and published on Tempo.co website.

d. Online media Tempo.co has been present since 2008 with new faces and quality news presentations. Strive to apply high standards of journalism in covering events and writing them sharply, intelligently, and balancedly.

This study used two types of data, namely primary data and secondary data. Primary data is data used from first or first-hand data sources in the field (Kriyantono, 2009: 41). Primary data is obtained from observations by listening to news related to the mural news edition of August 12-21, 2021 in online media Tempo.co which will then be analyzed, while secondary data is data obtained from second sources or secondary sources (Kriyantono, 2009: 42). The secondary data in this study was taken by the author from sources who have information and data in the form of news in Tempo.co related to the mural news edition of August 12-21, 2021.

Furthermore, the data collection technique starts from observation. Observation technique is an activity to observe directly without the mediator of an object to be studied (Kriyantono, 2009: 106). Researchers will directly observe the news published by Tempo.co related to the news of the mural edition of August 12-21, 2021. Documentation: in addition to using observation techniques, researchers also carry out data collection techniques with documents. Documents can take the form of writing, drawings, or monumental works of a person. Documents in the form of writing are diaries, *life histories*, stories, biographies, regulations, policies. Documents in the form of drawings, such as photographs, living images, sketches. In this case, researchers *printscreen* into an image, news that deserves to be researched related to mural news in online media Tempo.co August 12-21, 2021 edition, then analyzed by researchers based on the framing analysis method *using* the framing *analysis model of William A Gamson and Modigliani.*

RESULTS AND DISCUSSION

The time frame used was from August 12-21, 2021, researchers selected 8 (eight) news related to the reporting of social criticism murals on online media Tempo.co. In August 2021, many social criticism murals appeared both on the walls of empty houses beside the road and also on the road barrier wall, the beginning of the appearance of these murals due to the outbreak of COVID-19 in Indonesia and the policy implemented by the government, namely the Implementation of Community Activity Restrictions (PPKM) which was implemented on an ongoing basis, made the community uneasy about the policy, The community considers that this rule makes them limited in seeking sustenance in meeting the needs of daily life.

The government immediately took action to remove the murals and conducted a search for the mural makers. From this event, many online media made news related to this social criticism mural and

also *framing* news related to the issue of social criticism murals, in conducting research related to social criticism murals, researchers chose online media Tempo.co. News related to social criticism murals is further analyzed using framing analysis from Gamson and Modigliani with existing structures in the framing *of Gamson and Modigliani*, *framing* devices *that* include, *methapor*, exemplaar*, catchphrase*, *depiction*, and *visual image and reasoning devices* include *root*, *appeals to principle*, *consequence*

Tempo.co (News I)

Apparatus Removes Mural of Social Criticism, Sociologist: A New Form of Repression.
Saturday, 14 August 2021 10:55 WIB

TEMPO.CO, Jakarta – UNJ sociologist, Ubedillah Badrun, considers the action of the authorities to remove murals containing social criticism is a new form of repression. "Silencing is contrary to democratic principles," Ubedillah told Tempo, Saturday, August 14, 2021.

Ubed explained that murals are expressions of souls, feelings, aspirations, or symbolic criticism through painting on walls, walls or large surfaces and are usually permanent. Thus, murals are works of art.

According to Ubed, the emergence of murals containing social criticism shows meaningful signs that criticism through other channels has been largely silenced and is no longer heard by power. "So social criticism is an expression of people's blocked aspirations," he said.

A number of murals in some areas containing criticism were removed by the authorities. The mural includes 'jokowi 404 Not Found' which was drawn around the BatuCeper area, Tangerang City, the mural was removed by the local joint forces a few days ago.

The image previously showed a face similar to President Joko Widodo but his eyes were covered with the words 404 Not Found and had a red background. Now, the perpetrator is being sought by the police.

Furthermore, the Pasuruan Regency Government removed a mural with the words 'forced to be healthy in a sick country' with two characters drawn on the walls of residents' homes. The mural was drawn on a wall of an empty house.

Head of Satpol PP Pasuruan Regency Bakti Jati Permana said the mural was considered a violation of local regulations and considered provocative.

Then a mural with the phrase 'God I'm Hungry' written on a wall with a large font size and white appeared in Tigaraksa, Tangerang Regency at the end of July 2021. The local police removed this image.

The public was also busy talking about the three deleted murals on social media. They regretted the attitude of the authorities who removed the murals of the images.

Title: Apparatus Removes Mural of Social Criticism, Sociologist: A New Form of Repression
Published: August 14, 2021
Frame: **Mural of social criticism removed, Sociologist: A new form of repression**
This article is the first that researchers have chosen to know the *news frame*. Researchers choose this article based on the content of news content about social criticism murals, researchers see this article as an initial reference for news construction.

A. Core News Elements (*Core Frame*)
When examined from how Tempo in choosing the title for this story, namely 'Apparatus to Remove Social Criticism Murals, Sociologists: New Forms of Repression' illustrates that Tempo is taking a stand or making responses related to the unilateral removal of murals by the government. In this report, tempo would like to explain that the removal of social criticism murals indeed illustrates that the government is wrong in taking action in removing social criticism murals, stating as follows:

> *"As works of art, Ubed said, murals can only be judged and debated. Moreover, if the mural contains social criticism, it cannot be judged let alone removed without discussion."*

B. Framing *Devices*
The main idea is further as an introduction or a textual framework that emphasizes the justification aspect of the way of "looking at issues". The marking used is applied to give an explicit impression so that the meaning is conveyed. The marking can be analyzed from the use of words, sentences, graphics, or photos, as well as certain images. All of these elements are used to "work together" to translate text in *framing* analysis not as a news writing tool, but as a discourse design to prioritize certain perspectives to be more interpreted by the public.

a) Methapors
"Showing a picture of a face similar to President Joko Widodo or Jokowi but his eyes are covered with the words 404: Not Found and on a red background".

In the above sentence, there is a sentence 'showing pictures or murals that mirirp with President Joko Widodo' which is a transfer

of meaning by relating the facts behind the existence of these murals

b) Exemplaar
Exemplaar is typical of packaging certain facts in depth so that one side has more meaning weight to be used as a reference/lesson. Its position to complement the core frame in the unity of the news justifies perspective.

"Head of Satpol PP Pasuruan Regency Bakti Jati Permana said, the mural was considered to violate local regulations and was considered provocative".

Through the text above, Tempo tried to package the fact that the government's actions through the authorities in taking action to remove the mural were correct because the mural violated local regulations and was also provocative.

c) Catchphrases
Word formations, or typical facts reflect facts that reference a particular thought or spirit.

"So the social critique of the mural, the expression of the people's aspirations is blocked".

The above sentence is a remark from Ubed who is a sociologist, so from this news want to inform that the channel or forum for criticizing the government no longer exists other than by making murals containing social criticism.

d) Depiction
"*As a work of art Mural can only be judged and debated*".
Ubed said a sociologist, where from the above sentence, the removal of murals by the government through the Police and SatpolPP is not justified.

e) Visual Image
In this news, a mural that reads "God I Am Hungry" in shiny white capital letters, measuring 12 meters in size is displayed on Jalan Arya Wasangkara, Tigaraksa, Tangerang Regency.

C. Reasoning *Devices*
An idea perceived in a news text is then supported by a set of reasoning to emphasize to the public that the "news version" presented in the text is of absolute value (absolute and true). News is a collection of facts that in the end result is not only exposure or information but also a frame of information with certain perspectives and views. Therefore, facts are chosen indirectly in this view to reinforce the perspective-building that has been compiled by journalists.

a) Roots
It is the justification of the issue by connecting one or more objects that are considered to be the cause of the occurrence or occurrence of other things.

"The appearance of murals containing social criticism shows significant signs that criticism through other channels has been largely silenced and no longer heard by power".

Tempo contains the above sentence as a form of sentence that has a causal relationship with the main idea.

b) Appeals to Principle

(Moral claims), principles, moral claims as justifying arguments build news, in the form of sayings, folklore, myths, doctrines, teachings, and the like. Researchers found that there are several words that contain *Appeals to Principle*.

"The community was also busy talking about the three murals that were removed. They regret the attitude of the authorities who deleted the images".

In the above text is a doctrine where there is a sentence 'they regret the attitude of the authorities who remove the image or mural without prior discussion and this government action is a wrong act.

c) Consequences

That is the effect or effect obtained from the frame. The effect of framing on online media Tempo.co related to the reporting of this social criticism mural is that there are many cons that arise in the community as a result of the removal of this mural".

CONCLUSION

Based on the results of research on 8 (eight) news on online media tempo.co related to the reporting of social criticism murals. Researchers found that not all news stories can be analyzed with the full Gamson and Modigliani framing framework, because in some news, researchers did not find certain framing elements. But overall, researchers can identify the framing of news by tempo.co based on the analytical framework, in fact, news from this online media has presented a lot of information related to the existence of social criticism murals that have sprung up during the COVID-19 pandemic.

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