

# Analysis of News Framing on the Discourse of Sandiaga Salahudin Uno's Declaration as a Presidential Candidate for 2024 on the Detik.com Portal

DOI: <https://doi.org/10.47175/rissj.v3i3.495>

| Intan Permatasari |

Budi Luhur University of  
Communication Master  
Students, Indonesia

[intanpiliang02@gmail.com](mailto:intanpiliang02@gmail.com)

## ABSTRACT

The research entitled "Analysis of News Framing on the Discourse of Sandiaga Salahudin Uno's Declaration as a Presidential Candidate for 2024 on the Detik.com Portal. With the aim of seeing how the news regarding the issue of Sandiaga Uno was declared to be a presidential candidate in 2024. By observing the detik.com online portal in terms of syntax, thematics, scripts and rhetoric. The researcher's theory is Zhongdang Pan and Kosicki's framing analysis. Qualitative research methods based on words both written and spoken from the actions seen. The results of the study said that from news one, two and three there were declarations from various groups to nominate Sandiaga Uno as President in 2024. In detik.com reporting using an inverted pyramid where the main discussion is at the beginning of the news, the structure also uses 5W + 1H but not many sources are quoted by detik.com.

## KEYWORDS

News; online media; Sandiaga Uno; presidential candidate 2024

## INTRODUCTION

In this era, the importance of information in the media becomes something important. Actual, accurate, interesting information, to the speed of news seems to be a demand for the community. The diversity of news today, can not only be found and seen in print and television media, but online media has entered the community. Today's audiences really take advantage of online media because information can be accessed easily by just using an internet connection. Because, can understand the news or read the news in any situation. Meanwhile, to report news, each media has the ability to construct and frame reality. Therefore, the same event has the potential to be constructed differently by several mass media. Journalists or journalists may have different views and conceptions in seeing an event, which is manifested in the news text. In the media, the writing of a news is constructed based on reality. However, sometimes news writing is constructed not in accordance with the existing reality (Fianto & Aminulloh, 2015). A news is sometimes constructed not in accordance with the results of its construction. In a sense, the news delivered in the media turns out to save the author's subjectivity. News published in the media is the result of the formation of the knowledge and thoughts of journalists. This means that before publishing a news, the news has been processed according to the interests and ideology of the media.

The media constructs through news that appears by choosing a point of view, determining the source of the story, and defining actors and the existence of an event (Boer et al 2020; Fadli & Noviata, 2021; Najihah, 2021). According to Usman, there is no objective news. All news is subjective. All reasonable things. The choice of angle, the selection of resource persons, deciding whether to report or not to report, is subjectivity

(Santoso, 2021). Language is the main element in telling reality, conceptualizing something and narrating so that certain values are understood and interpreted (Damayanti et al 2016).

Each mass media has different characteristics of news delivery, be it print media, electronic media, or online media. Online media is growing rapidly, playing an important role in reporting any information (Setiawan & Nulhakim, 2019). The media is not only used as a means of delivering information, but also as a tool to lead public opinion in accordance with the goals of the mass media. With the news in online media it is not uncommon to cause diverse public opinions (Indrawan, 2017). The pioneer of the first online media in Indonesia was the detik.com news site. Detik.com is famous for its characteristic in reporting anything quickly. Journalists are required to assemble the news as quickly as possible so that it can be accepted by the loyal readers of detik.com as soon as possible. Because of that, every journalist must have a different point of view in responding to the material from interviewees that is easy to understand.

For that, it is necessary to dissect related to a news framing on detik.com. Framing is the framing of news or an event from the perspective used by journalists or mass media when selecting issues and writing news, according to Sobur (2004:162). According to Eriyanto (2022): 10, basically framing is a method to see how the news (story telling) of the media on events. The framing that is suitable for this journal research is Pan Kosicki.

Meanwhile, regarding this framing, namely the news scheme that will be observed headlines, leads, background information, quotes, sources, statements, closings. In terms of completeness of the news observed, namely 5W + 1H. The third is detail, coherence, sentence forms and pronouns observed in paragraphs, propositions, sentences, relationships between sentences. Fourth, lexicon, graphics, metaphors and observed words, idioms, pictures/photos, graphics. This research was dissected to see detiknews.com in providing a portion of the coverage of an official who has a position and a history of brilliant lunges and is even predicted to run for the 2024 presidential election.

The name of the official who stood out, the researcher chose Sandiaga Salahuddin Uno, who now serves as the minister of tourism and the creative economy in the era of President Joko Widodo's leadership. The husband of Nur Asia is no stranger to the ears of the Indonesian people. Because, some time ago, he had run for Vice President with Prabowo Subianto in 2019. Meanwhile, before he dared to nominate as a vice presidential candidate for 2019, he had previously occupied the position of deputy governor of DKI Jakarta together with Anies Baswedan. In this writing, the researcher aims to find out how detiknews.com media manages news that will be disseminated and what framing will be removed and highlighted by newsdetik.com media to convey real information.

## **RESEARCH METHODS**

This study uses a type of qualitative research that is based on written and spoken words from the actions seen. The researcher uses a qualitative method with a descriptive approach because the researcher wants to analyze the phenomenon of the media in constructing a case or reality into news. The research pattern used in this research is descriptive, namely the exposure of the data or descriptions and interpretations of the framing of news resulting from the construction of a news. Later, the results of the analysis or data will be presented descriptively in the form of a narrative. The content of this research is a framing analysis of the news of Sandiaga Uno who is a candidate for presidential candidate in 2024 on the detik.com online portal.

Sources of data used in this study are primary and secondary. Primary data was obtained by collecting and documenting news texts about Sandiaga Uno who was declared to run in

the 2024 pilres to become Indonesia's 2024 presidential candidate. While secondary data will be done by searching for data from various sources such as books, internet, theses, journals that will be used as reference material for this research. The analysis used is media text analysis with framing analysis method using Zhong Dang Pan and Gerald M. Kosicki model approach. As for the explanation regarding framing, there are four major structures, namely Syntax which refers to the understanding of the composition of the news headlines, leads, background information, sources, and closings in a single unit of news text as a whole. Second, the script is prepared as a news report as a story, this is one of the journalists' strategies in constructing news, how a news is understood in a certain way by arranging the parts in a certain order. Third, thematic is presented or stated indirectly or source quotes are presented to mention the thematic structure of the news. This can be observed from how the event was disclosed or made by journalists. Thematic structure relates to how facts are written. How sentences are used, how to pinpoint and write sources into the text as a whole. Fourth, the rhetoric of news discourse describes the style or words that journalists choose to emphasize the meaning that journalists want. Journalists use rhetorical tools to create an image, increase the prominence of a particular side and enhance the desired image of a story.

## **RESULTS AND DISCUSSION**

Framing analysis by Pan and Kisicki assesses that there are two interrelated conceptions of framing, namely the psychological conception which emphasizes how a person processes information within himself. This model serves to create an important news for the public to know. By using a certain frame a protrusion will be more easily understood by the audience. This frame is an idea that is connected with different elements in the news text (such as source quotes, background information, the use of certain words or sentences) into the text as a whole.

### ***News 1 from detik.com with the title "Volunteers in East Jakarta Declaration to Support Sandiaga Uno Forward in the 2024 Presidential Election"***

**From the Syntactic Structure,** in this news, judging by the title "Volunteers in East Jakarta Declaration of Supporting Sandiaga Uno Forward in the 2024 Presidential Election" conveys the attitude of support for Sandiaga Uno to advance in the 2024 Pilres match. The lead explains why the East Jakarta volunteers chose Sandiaga Uno to run, not to become a vice presidential candidate, but to become a presidential candidate because he is considered to be able to improve the economy and create jobs. In the quote, it is emphasized again that there is a declaration statement. In fact, according to the contents of this news, Sandi's figure is likened to a role model because he is diligent in worship, works sincerely and sincerely. The figure of the password is considered to be able to open up more job opportunities for millennials and mothers. In closing, include the background of this community.

**From the Script Structure,** This news fulfills the completeness of the 5W+1H as a whole, the components presented in detik.com, what (what) Volunteers declared Menparekraf Sandiaga Uno to run as a presidential candidate (candidate) in the 2024 Presidential Election, who (who) was nominated by Sandiaga Uno and who declared Hundreds of volunteers from the Sandi Uno Fans Club in East Jakarta, where is the Ayam Bakar Nardi Restaurant, Cakung, East Jakarta, when (when) Wednesday 18 May 2022, why (why) support is present because Sandiaga is considered to be able to increase the economy and create jobs, how (how) the figure of Sandiaga has been proven to work

sincerely and sincerely to build the economy. In fact, Sandiaga is also diligent in worship and can be a role model.

**From the Thematic Structure**, the first theme is about the declaration for the advancement of Sandiaga Uno to become a presidential candidate in 2024. The second theme discusses the reasons for choosing Sandiaga Uno as a presidential candidate because of his actions in supporting millennial children and mothers.

**From the Rhetorical Structure**, there are photos depicted by volunteers holding Sandiaga's banners.



**News 2 from detik.com with the title “Mothers in Central Kalimantan Support Sandiaga Uno Nyapres, this is the reason.**

**Judging from the syntactic structure**, the title emphasizes the support of mothers in Central Kalimantan to support Sandi Nyapres. In the lead, the reasons for choosing Sandi to become president are explained because of the increasing economy through Micro, Small and Medium Enterprises. It was emphasized again that the impact of Sandi's work program, who currently serves as the Minister of Tourism and Creative Economy, assessed that there were biases in the welfare of the people. The quote emphasized feels that Sandiaga Uno is like the president because he stands with the people, UMKM and programs for entrepreneurs. The closing is about hopes if Sandiaga is elected president.

**Judging from the Script Structure**, this news has fulfilled 5W+1H. For (Who) in this news is what (what) Hundreds of volunteers who are members of Pro Sandi Uno Mothers in Central Kalimantan declare support for Menparekraf, Sandiaga Uno to become president in 2024, who (who) Sandiaga Uno and Hundreds of volunteers from pro Sandi mothers Uno, where (where) Central Kalimantan, When (when) Thursday, May 19 2022, why (why) Support is present because Sandiaga is considered successful in improving the economy through his concern for Micro, Small and Medium Enterprises (MSMEs). How (how) Sandiaga as a figure who can bring Indonesia further forward. Because Sandiaga's performance has been proven for MSME actors in Central Kalimantan

**Judging from the thematic structure**, the first theme is where hundreds of mothers who are members of pro mothers declare their support as presidential candidates. The second theme is the number of work programs related to the progress of UMKM that they feel.

**Judging from the rhetorical structure**, in the photo, there is a MSME banner from Kota Waringin which shows the face of Sandiaga Uno and the attributes of his mother wearing a headband from Central Kalimantan.



**Jakarta** - Ratusan relawan yang tergabung dalam Emak-emak Pro Sandi Uno Kalimantan Tengah mendeklarasikan dukungan untuk Menparekraf, Sandiaga Uno jadi presiden 2024. Dukungan hadir karena Sandiaga dinilai berhasil meningkatkan ekonomi lewat kepeduliannya kepada pelaku Usaha Mikro Kecil Menengah

**News 3 from detik.com with the title "Brebes Onion Farmers Declared Sandiaga To Be Presidential Candidate 2024"**

**From the Syntactic Structure**, the selection of the title for this news is an onion farmer in Brebes who declared Sandiaga Uno as a presidential candidate for 2024. The lead consists of hundreds of volunteers who support Sandiaga because of their concern for onion farmers and the regional economy. There is an emphasis on the criteria that are suitable

for serving as president in 2024, only Sandiaga. Closing, explanation regarding the presence of related parties in this declaration.

**From the Script Structure**, this news has fulfilled 5W+1H. For (Who) in this news is what (what) Hundreds of volunteers from Sedulur Sandi Uno Brebes declared the Minister of Tourism and Creative Economy (Menparekraf) Sandiaga Uno as a presidential candidate (Capres) 2024, who (who) Sandiaga Uno and Hundreds of volunteers Sedulur Sandi Uno, where (where) Brebes Central Java, when (when) Sunday 22 May 2022, why (why) The volunteers who are onion farmers assess that Sandiaga has concern for onion farmers and the regional economy, how (how) Thoif asserts that he will continue to socialize the figure of Sandiaga to wide community. Because he assessed that only Sandiaga was considered suitable for the people of Brebes, especially onion farmers and micro, small and medium enterprises (UMKM).

**From the Thematic Structure**, in this news, theme 1 emphasizes the declaration to choose Sandaga as a presidential candidate, who is an onion farmer by profession. The second theme is the improvement of work programs carried out by Sandiaga in making Brebes farmers prosperous.

**From the Rhetorical Structure**, in the banners held by the peasants consisting of men. There was a password face wearing a balcony on the banner with a happy face.



**Jakarta** - Ratusan relawan Sedulur Sandi Uno Brebes mendeklarasikan Menteri Pariwisata dan Ekonomi Kreatif (Menparekraf) Sandiaga Uno sebagai calon presiden (Capres) 2024. Para relawan yang merupakan petani bawang menilai Sandiaga memiliki kepedulian kepada petani bawang dan ekonomi daerah.

### **Discussion**

Based on the results of the research entitled "Analysis of News Framing About the Discourse of the Declaration of Sandiaga Salahudin Uno as a 2024 Presidential Candidate on the detik.com portal. In the Zhong Pan and Gerald M Kosicki model, the news

presented by detik.com uses an inverted pyramid because it places the main topic at the beginning of the news. Detik.com also uses the 5W+1H aspect in raising problems and answering what readers need. However, detik.com does not use many quotes in its news charts. Detik.com also in discussing the news that was conveyed only contained one point of view, examined from news one, news two and news three regarding Sandiaga's declaration as a presidential candidate for 2024, the news contained anyone who was involved in this declaration as well as the reasons for the declaration from the perspective of sources described by the author. The points conveyed are not much different, but in a series of reports delivered by detik.com, describing various kinds of professions, gender feels it is appropriate to declare because the work program carried out by Sandiaga has a positive impact that is felt by the people.

## CONCLUSION

The framing news delivered by Detik.com gives a positive picture of Sandiaga Uno who was declared by the people in the capital city of Jakarta and the Region as a presidential candidate for 2024, such as the news framing delivered by Detik.com in the 3 news stories described above. The figure of Sandiaga in the news is described as a role model for the community because he has promoted MSMEs, has reduced the existing unemployment rate and has consistently helped the community's economy. On that basis, the community declared Sandiaga to be able to run as a presidential candidate for 2024.

## REFERENCES

- Boer, K. M., Pratiwi, M. R., & Muna, N. (2020). Analisis framing pemberitaan generasi milenial dan pemerintah terkait Covid-19 di media online. *Communicatus: Jurnal Ilmu Komunikasi*, 4(1), 85-104.
- Fianto, L., & Aminulloh, A. (2015). Analisis Framing Berita Kasus Korupsi Ketua Mahkamah Konstitusi Akil Mochtar di Vivanews. com dan Detik. com. *JISIP: Jurnal Ilmu Sosial dan Ilmu Politik*, 3(1).
- Launa. Analisa Framing Berita Model Robert Entman Terkait Citra Prabowo Subianto Di Republica.co.id. Program Studi Ilmu Komunikasi, Fakultas Ilmu Komunikasi Universitas Sahid Jakarta. *Diakom: Jurnal Media dan Komunikasi*.
- Nugroho, Catur & Buntang Aria Kandiawan (2018). Analisis Framing Zhongdang Pan Dan Kosicki Berita Insiden Piala Presiden 2018 Pada Media Dalam Jaringan Kompas.com dan Tempo.co edisi Februari 2018. Ilmu Komunikasi Fakultas Komunikasi dan Bisnis Universitas Telkom.
- Diahloka, Carmia & Ana Maria Sarmiento Gaio, Mondry (2015). Analisis Framing Robert Entman Pada Pemberitaan Konflik KPK VS POLRI di vivanews.co.id dan detiknews.com
- Dwi Winarni. Analisis Framing Berita Ganjar Pranowo Di Media Massa Suara Merdeka (2019). Pendidikan Bahasa dan Sastra Indonesia Universitas PGRI Semarang. *Jurnal Pendidikan dan Pembelajaran Bahasa Indonesia*.
- Burhan, Bungin. (2008). *Konstruksi Sosial Media Massa*. Jakarta. Prenadamedia Group.
- Eriyanto. (2007). *Analisis Framing: Konstruksi, Ideologi, dan Politik Media*. Yogyakarta: Lkis.
- Nurudin (2014). *Pengantar Komunikasi Mass*. Jakarta: Kencana Prenada Media Group.
- Romli, Asep Syamsul M. (2012). *Jurnalistik Online: Panduan Praktis Mengelola Media Online*. Bandung: Nuansa Cendekia.
- Santoso, P. (2021). Framing Model of FPI News on MetroTV. *Randwick International of Social Science Journal*, 2(3), 275-290.

- Sudibyo, Agus. (2001). Politik Media dan Pertarungan Wacana. PT Lkis Pelangi Aksara: Yogyakarta.
- Sugiyono. (2010). Metode Penelitian Pendidikan Kuantitatif, Kualitatif dan R&D, Bandung: Alfabeta
- Sobur, Alex. (2009). Analisis Teks Media. Jakarta : Pustaka Sinar Harapan
- <https://www.detik.com/bali/nusra/d-6080497/milenial-pegiat-umkm-di-kupang-dukung-sandiaga-uno-maju-pilpres-2024>
- <https://news.detik.com/berita/d-6085944/emak-emak-di-kalteng-dukung-sandiaga-uno-nyapres- ini-alasannya>
- <https://www.detik.com/jatim/berita/d-6087766/nelayan-pelaku-umkm-di-lamongan-dukung-sandiaga-maju-dipilpres-2024>
- <https://news.detik.com/berita/d-6090157/petani-bawang-brebes-deklarasikan-sandiaga-jadi-capres-2024>
- <https://news.detik.com/berita/d-6084039/relawan-di-jaktim-deklarasi-dukung-sandiaga-uno-maju-di-pilpres-2024>