


## Framing Analysis Of The Zhongdang Pan & Gerald M. Kosicki Model Of The Vaccine Issue On The Online News Portal Tribunnews.com

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Article Info	ABSTRACT
<b>Keywords:</b> Framing, Social Construction, News, Vaccines	This research discusses the phenomenon of vaccine news that has colored various mass media since the beginning of 2020, including online media. This has become a public spotlight because news about vaccine issues is considered very crucial. Tribunnews.com, regarding vaccine news that has been classified by news type, will be the object of research with a focus on the structure of framing analysis, namely: Syntax, Script, Thematic and Rhetorical as a reference to see how journalists construct a reality. In this study, the researcher uses a qualitative method with the Zhongdang Pan & Geral M. Kosicki analysis model and the Constructivism paradigm as a view that social life is not a natural reality, but a reality formed from the results of construction. This analysis is used to describe and understand how the four framing structures see the construction of news about vaccine issues. The results of this study show that the framing carried out by the online media Tribunnews.com towards the vaccine issue is how journalists construct news with the aim of guiding public opinion related to the vaccine issue, which is considered very crucial at this time, the Tribunnews.com media also emphasizes the highlighting of the issue that vaccines are one of the obligations that must be carried out by the public at this time.
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### INTRODUCTION

The whole world is facing a virus outbreak, namely covid-19. Early 2020 news in the mass media was decorated with news about the covid-19 disease outbreak, the first case of covid-19 was detected in December 2019, the symptoms experienced by the *suspect* patient at that time were similar to pneumonia, (Merry and Rahmat, 2020). This case was reported to have originated from an animal market in Wuhan, Hubei Province, China. Extensive interaction between humans from various regions and across countries has made its spread even faster, including in Indonesia. The *World Health Organization* (WHO) as a world health institution on March 11, 2020 determined that this virus was a world pandemic after President Joko Widodo announced the first case of covid-19 in Indonesia on March 2, 2020. The widespread and rapid spread made the world chaotic and took many victims, recorded data reported by PikiranRakyat.com in May 2020 when it had spread to 213 countries and had infected as many as 4.9 million people. (PikiranRakyat.com downloaded March 12, 2021).

The coverage of covid-19 in Indonesia is very important because the rate of spread of

this virus is accelerating, news about covid-19 has colored various media in Indonesia. Every day since the beginning of the emergence of the covid-19 virus, media throughout Indonesia have been aggressively reporting about covid-19, as evidenced by a survey conducted by the Indonesia Indicator, noting that the issue of the covid-19 virus is an issue that is massively discussed by netizens. This happened because of the incessant coverage in the online media, from January 2 to February 2020, there were 1339 online media that had reported the issue of the covid-19 virus by reaching a total of 53,000 news.

As we know that news is an information need for the community, especially during a pandemic like now, news about covid-19 is a news that is widely accessed from various online news portals, it cannot be separated from the role of mass media and journalism that are active in information delivery activities. Meanwhile, the role of journalism today is very important because it is a tool of interest for the general public. The interests of the general public are the only interests of the press in Indonesia, where these interests include all of society and humanity universally (Heri Sevriyanto Siregar, 2020).

With the high intensity of covid-19 news, the government hopes that the handling of covid-19 in Indonesia can be completed by providing vaccines, but in this case the level of public trust regarding vaccines is very lacking, quoted from Beritasatu.com media that 91.3% of Indonesians already know that the government will vaccinate, but only about 54.9% are willing to vaccinate. This is known from the results of a national survey conducted by the Indonesian Political Indicator on February 1-3, 2021 with the theme "Who is Reluctant to be Vaccinated? Challenges and Problems of Covid-19 Vaccination in Indonesia". From the survey results, the Indonesian Political Indicator found that in total only about 54.9% were willing to be vaccinated, namely 15.8% very willing and 39.1% quite willing. Meanwhile, those who are less willing are around 32.1% and very unwilling around 8.9% with a total of 41% of people not willing. In addition, there are also other issues related to willingness to pay for vaccines, with only 23.7% willing to pay out of 54.9% of respondents willing to be vaccinated.

The coverage of covid-19, especially vaccines in Indonesia, is indeed very massive, but in some cases in online media there is a little pressure in the news because it carries the level of speed with which the news is published, but in its preparation not many journalists quote from several other media for their news, or from press releases distributed by certain agencies to the media, so that sometimes they do not prioritize the completeness of the news so that it is well constructed. As Sobur said in Yoedtadi et al, (2020), that the work of journalists basically constructs reality, because journalists absorb events to be broadcast as news.

For this reason, the completeness of news is an important factor in fulfilling information for the community, especially for people who are very critical of news. News that is very much criticized besides politics is about health, health is the most crucial thing in the news, especially nowadays. The news about covid-19 has a very high value because it is considered to have an impact and influence on all levels of society, of course this is very common for a media to do because it is appropriate for the media to convey information for

the benefit of a wide audience.

In this case, Tribunnews.com highlights this case from various sides, especially in writing news. In writing news that is usually constructed from reality, sometimes the media does not heed it and the news is not constructed from the existing reality. So, from the problems of each media, Tribunnews.com must have its own concept in framing a news story, namely regarding the completeness of the content, the relevance of sources and the addition of photos to the news, to highlight an issue in a complete and real construction. (Sobur, 2001: 163).

For this reason, this analysis uses framing analysis, which is one of the methods of analyzing text content in the constructionist research category. This paradigm views the reality of social life and not the reality that is experienced. In accordance with the theory used, namely Social Construction, which explains how each individual or human is considered an actor or creative actor by showing a reality, it is the result of the construction of each individual. In this case, individuals are able to create reality because humans here have the freedom to interact. Sausure explains in Sobur (2001: 87) that every individual's perception and view is a construction of words or other signs used in a social context. Based on the above problems, the purpose of this research is to find out how the *framing* analysis of covid-19 news on the *online* news portal Tribunnews.com.

## METHODS

In qualitative research has the aim of explaining an event in depth, in this case Creswell (2013) defines qualitative research as a means of understanding an individual or a group that has a relationship with social problems briefly Crewsell also explains that this research is to explore the state of an individual or group, and based on the problems determined, researchers will use qualitative methods because they are very useful in understanding a problem in depth, and using this method is also able to provide an in-depth understanding of how a media frames news texts to be understood by the reading audience.

The content analysis technique is a specialized textual research technique by reducing a text, especially news text, to the depth of units and can apply a coding scheme to these units. (West & Turner, 2012: 81 in Yonathan. 2016). This analysis organizes a news observation systematically, this analysis technique is considered to be able to see how a meaning and value are made and spread by the mass media in a news text. Then, this research uses Zhongdang Pan and Gerald M. Kosicki's *framing* model approach as the technical focus of analysis. In this case framing is related to how reality is framed and presented to the audience, a reality may be framed and interpreted differently by the media. *Framing* is also related to defining reality, how events are understood, whose sources are interviewed. All these elements are not interpreted merely as technical journalistic problems, but a practice (Eriyanto, 2002: 165). According to Moleong (2017: 132), the research subject is an informant, which means a source that is used to provide data or information about the situation or conditions of the problems that exist in this study. For this reason, researchers observe news on the Tribunnews.com *online* portal and this research focuses

on several news stories published by the Tribunnews.com media which have been previously classified into several types of news.

According to Sugiyono (2017: 39) the definition of a research object is an attribute or trait or value of people, objects or activities that have certain variations set by researchers to study and then draw conclusions. Therefore, the researcher determines the object of research from the research subject above, the researcher takes five news stories that have been classified into five types of news published by Tribunnews.com during the specified period, namely *Straight News*, *Dept News*, *Investigation News*, *Interpretative New*, and *Opinion News*. Based on this classification, researchers took objects according to research needs, from these types of news, each researcher took one news, among others:

News Type	News Title	Time/Date
<i>Straight News</i>	Sinovac Vaccine Has Been Distributed to Regions, Vaccine Waiting for MUI Fatwa on Its Halalness	11:47 am Wednesday, January 6, 2021
<i>Dept News</i>	Government Ensures Halal Fatwa for Sinovac Vaccine Issued Before January 13, 2021	At 8:24 a.m. Thursday, January 7, 2021
<i>Opinion News</i>	Vaccination Amid Threat from New Coronavirus Variant	At 3:40 p.m. Saturday, January 9, 2021
<i>Investigative News</i>	Facts about the suspension of AstraZeneca Batch CTMAV547 vaccine distribution, reasons and safety assurance	At 7:36 a.m. Monday, May 17, 2021
<i>Interpretative News</i>	Benefits of Antioxidant Water and Hydrogen Inhalation Help Mitigate Effects of Covid-19 Vaccination	23:11 pm Tuesday, July 6, 2021

## RESULTS AND DISCUSSION

Based on the data from the research presented in the analysis above, researchers try to explain the findings that have been obtained from several news articles on vaccine issues that have been classified based on their type and news texts that have gone through *framing* analysis using the Zhondang Pan & Gerald M. Kosicki model with Syntactic, Script, Thematic and Rhetorical structures. From the results of the data presentation above, the researcher managed to find several findings that will be described based on the structure that has been mentioned, among others:

### Syntax

The *framing* carried out by Tribunnews.com media in the Syntactic structure with the

units analyzed are *headlines, leads*, background information, source quotes, statements and closure is how journalists arrange facts that have been found in the field. Through the *Straight News* data that has been submitted previously, it can be seen that Tribunnews.com is an *online* media that applies the principles of *online* journalism, one of which is to increase brevity (Paul Bradshaw in Syamsul 2012). If analyzed based on *headlines, leads*, background information, source quotes, statements and closings are written very briefly, which is only about 3 to 4 paragraphs.

In the explanation of *Straight News*, it can be seen that the distribution of the Sinovac vaccine has been carried out but must wait for the MUI fatwa to come out first regarding its halalness, this issue in the Tribunnews.com media emphasizes the source's statement as complete and reliable information, why is this because in this news Tribunnews.com wants to display all the facts based on findings in the field.

In the second news, namely Depth News or follow-up news, Tribunnews.com as a large media in Indonesia again *follows up* on issues that have been explained in the Straight News regarding vaccination using the Sinovac vaccine, this news is an estimate of the results of the analysis regarding the halalness of vaccines will come out before January 13, 2021, in the findings of this news Tribunnews.com also continues to emphasize facts based on statements from sources as in Straight News.

For the third news, namely Opinion News, Tribunnews.com only displays news about someone's opinion, namely the Chairman of the MPR RI Bambang Soesatyo and does not change much or take this news in any direction, because basically opinion is a validity of the author based on his thoughts and knowledge. Therefore, Tribunnews.com in the preparation of facts still uses the views of the author. But overall, this opinion still refers to the interests of the community.

The fourth news, namely Investigation News, features news about the dismissal of the AstraZeneca Batch CTMAV547 vaccine which is suspected of being the cause of the death of a resident, in this case the preparation of facts carried out by Tribunnews.com is very thorough, in the preparation of facts in this investigative news Tribunnews.com still follows the flow of statements from relevant and relevant sources on this issue so that it can be judged that the facts obtained will be accurate with what is in the field.

For the fifth news, Interpretative News, the preparation of facts in this news Tribunnews.com is not concerned with the news scheme. Overall, the Syntax Structure on Tribunnews.com media based on the description of the type of news is that Tribunnews.com wants to emphasize a meaning in the preparation of facts in the field by presenting various points of view regarding vaccines, that this vaccine is important for the entire community. This statement is reinforced in several sentences in news one where source one said that the halal test of the vaccine must be carried out to ensure its halalness. Then the statement from the second source is emphasizing to the public that the possibility of a bad MUI fatwa result is haram, vaccination with this vaccine will still be carried out before finding a suitable vaccine. In this case, it is very clear that how Tribunnews.com journalists in compiling facts want to emphasize to the public that vaccination is an obligation on the grounds of

suppressing the spread of the covid-19 virus.

### Script

In all types of news analyzed, Tribunnews.com in this case displays the elements of *who* and *what* in the whole news which explains how a person is highlighted in terms of finding information. While in the overall news writing starting from news one to news five, Tribunnews.com writes facts that focus on what is in the field, therefore Tribunnews.com places itself as a source, because the entire content based on its completeness refers to the source's quote.

Basically, the 5W + 1H elements are very important in telling a news story, especially news that is crucial or important such as news about health which has become a necessity for the wider community, in this case Tribunnews.com tells the news by constructing news with the results of reality or facts in the field with the aim of benefiting a wide audience.

In general, all news observed by researchers has a general pattern of 5W + 1H which is the main basis for journalists in telling facts, in this case the way journalists tell facts according to what is in the field always emphasizes the elements of *what* and *who*, emphasis on these elements is indeed important for all journalists in telling a fact into a complete and complete news, including media journalists Tribunnews.com.

In this structure, most of the news observed leads to how journalists tell the news so that this news has a good impact on society by trying to tell this vaccine news by emphasizing a positive perspective on vaccines, therefore researchers can see how journalists want to remind by telling facts about a matter, namely the obligation to vaccinate which must be fulfilled by the public in order to reduce the spread of the covid-19 virus which is still spreading in Indonesia.

### Thematic

In this Thematic structure is how journalists write news based on facts, for this case Tribunnews.com directs readers to focus on the vaccine issue. From the five news articles that have been classified according to their type, Tribunnews.com in this case wants its readers to understand what is happening now and what is needed during a pandemic like now, Tribunnews.com regarding this is trying to help the government to be able to make people calm and not panic. In other words, Tribunnews.com in writing its news wants to direct readers that this vaccine issue is very important to follow as a basis for the interests of the wider community.

From the results of the analysis regarding the Thematic in each news Tribunnews.com always provides information regarding what anticipatory steps must be faced, by writing facts according to what is in the field and supported by statements from relevant sources, so in this case it can be seen that from the information provided it does not rule out the worst things that can happen.

Therefore, Tribunnews.com tries to balance the real facts with the worst possibilities, we take an example in the first news where Tribunnews.com tries to emphasize the news by giving *trust* for readers to be able to conclude the news about this vaccine themselves, because in this news shows a little picture that the process of waiting for MUI's fatwa

regarding the halalness of this vaccine has the worst possibility with a result that does not match or is declared haram, but it can still be considered again because it has a high urgency, indirectly Tribunnews.com leads the public opinion to vaccinate on the basis of obligation. In this case, it can also be seen how Tribunnews.com journalists write facts with various possibilities that will occur.

### Rhetorical

The rhetorical structure in this case emphasizes a fact through aspects of lexicon, grammatical and metaphorical. From the overall news, Tribunnews.com tries to emphasize or accentuate every problem that exists to make it look attractive to readers.

This emphasis generally occurs on the vaccine issue of each news to be conveyed, for example in news five which explains the benefits of antioxidants and hydrogen inhalation to overcome the effects of vaccination, in this news Tribunnews.com emphasizes the word usefulness to make the news interesting to read, because in some cases there are many effects caused after vaccination. In this case, it is the same as the framing proposed by Todd Gitlin, that the framing process also occurs in Zhondang Pan & Gerald M. Kosicki's rhetorical process. As explained by Todd Gitlin, *framing* is an effort to accentuate news so that it is interesting to be read by the audience (Todd Gitlin in Eriyanto, 2002). This can be seen from the emphasis by Tribunnews.com from several words and illustrations.

News selection in general must have the same concept in news text analysis in a study, but in this study, it takes a *general* view of the vaccine issue published on Tribunnews.com media with an emphasis on facts that match what is in the field. The emphasis here is based on the results found in the data, it is found that all news that has been constructed by journalists shows that vaccination is a definite step in creating *Herd Immunity* in Indonesia, in other words Tribunnews.com wants to convey that vaccines are important.

In addition, Tribunnews.com emphasizes lexicon to support statements from sources related to the information obtained. In addition, the addition of graphics as supporters in this news all use illustrative photos as images in the *Headline*. Overall, the way Tribunnews.com journalists emphasize facts is in a few sentences so that the discussion in vaccine news can be interesting and can generate public opinion on the news delivered.

After analyzing the various types of news that have been described in the discussion above, based on Zhongdang Pan & Gerald M. Kosicki's four *framing* structures, namely Syntactic, Script, Thematic and Rhetorical, the construction of news on vaccine issues on the Tribunnews.com *online* portal presents the entire news with a positive and neutral perspective, where in this case Covid-19 news about vaccines is very crucial to be discussed and conveyed, because this concerns the interests of the wider community and the survival of the threat of the covid-19 virus.

This can be interpreted that Tribunnews.com media constructs news by placing itself as an information platform by presenting things that the media thinks are very important for the community, especially during the current pandemic, news about covid-19 and other health news is eagerly awaited. In various news analyzed, this media constructs news by leading readers to believe that vaccination will help the government solve the covid-19

problem in Indonesia.

The overall analysis carried out to find the results, Tribunnews.com sees the vaccine issue from the five news articles that have been classified by type, is how Tribunnews.com shows the whole news objectively and neutrally in presenting a fact in the field or in accordance with the existing reality, this is done on the basis of the interests of the wider audience and as a form of media dedication to the government that is trying to tackle the spread of the covid-19 virus. The essence of the overall construction carried out by Tribunnews.com media journalists is that journalists construct news about vaccine issues that they make in a subtle way but can lead public opinion to believe in vaccines.

In this *framing* analysis, researchers use social construction theory, which states that every individual or human being is considered an actor or creative actor by showing a reality, it is the result of the construction of each individual. This theory also explains that the truth of a media is not a true truth, but something that is considered a truth by society in other words the mass media determines the truth.

Tribunnews.com presents news in an objective and neutral perspective, this is in accordance with the vision and mission it created, namely as a trusted information provider to provide a new spirit. For the case of this vaccine issue, Tribunnews.com always emphasizes facts based on the reality in the field by constructing news in a subtle way, where Tribunnews.com sees news about vaccines as interesting and important information and should be conveyed to the public. This vaccine issue is a very crucial interest, therefore the news about the vaccine issue on the Tribunnews.com media wants to present news construction with the aim of leading public opinion that vaccination is a very important thing for the community.

It is clear that Tribunnews.com constructs news according to the existing reality and does not really show that this media is in favor of anyone but rather how the media places itself as an important means of conveying information to the public. This can be seen from the selection of facts and information data that Tribunnews.com emphasizes in each of its news. This *real* construction of reality does not create many opinions but is able to lead the public's opinion on the information obtained because Tribunnews.com constructs the five news according to the reality in the field by emphasizing that vaccines are an obligation.

The overall analysis of news framing based on its type by confirming the findings of the analysis with the theory, it is known that in producing news about the vaccine issue at Tribunnews.com is how the media constructs news with the aim of leading public opinion regarding the vaccine issue which is considered very crucial at this time, Tribunnews.com media also emphasizes the issue that vaccines are one of the obligations that must be carried out by the community at this time.

## CONCLUSIONS

In each Syntactic structure of all news analyzed, it still uses the same elements in general, namely based on the inverted pyramid by displaying the observed units starting from the headlines, headlines, background information, to the closing. In its preparation, it also

always emphasizes facts from relevant sources as supporting information in a news story. For the Script structure on Tribunnews.com news, based on the research conducted, it was found that Tribunnews.com journalists still use the general form used by all press media as the principle of completeness of news, namely the 5W + 1H pattern, this is done of course to show completeness in presenting news. The third is the Thematic structure, in the part of writing facts about the vaccine issue, Tribunnews.com journalists try to package facts and present them with a theme that directs the public, that vaccines are something that is really needed even though there are still many obstacles or disruptions in their distribution. In the Rhetorical structure section, Tribunnews.com constructs the news by showing its bias towards the government, but in this case Tribunnews.com places itself as an information media that takes part in tackling the spread of the covid-19 virus by emphasizing the facts in the news according to what is in the field, and is packaged in an interesting way to lead public opinion on the mandatory vaccines for the community, this is supported by statements from sources to confirm the facts.

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