

Media Framing and Public Interpretation: A Case Study of News Coverage of the Relocation and Development of the Indonesian Capital

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Abstract

Mass media has a role in providing various information to the wider community. Currently, mass media information delivery can be done anytime and anywhere. However, the framing used by news presenters is important in conveying the news because a piece of news will have an influence on public perception, including in the distribution of news regarding transmissions and broadcasts of the National Capital, which is currently a hot topic. The aim of this research is to determine framing analysis in news coverage and its influence on public perceptions on the issue of moving and developing the nation's capital. This research will use a qualitative approach with a focus on framing analysis in news coverage related to the issue of movement and development of the Indonesian capital city. The research results showed that framing in news coverage of the sustainability of the transfer and development of the nation's capital had an influence on public perception. The mass media can choose points of view, language and narratives that shape perceptions of candidates, parties and the process of desire and transmission of the National Capital. So it is important to understand how the media presents important news because it influences people's perceptions of the activities desired and the ongoing relocation of the National Capital.

Keywords: framing analysis, news, election 2024, public perception

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1. Introduction

Mass media presents various types of programs, from news to entertainment. This aligns with the functions of mass communication, as outlined by John Vivian in his book, "The Media of Mass Communication" (1991), namely providing information, providing entertainment, helping to persuade, and contributing to social cohesion. Of these various functions, providing information is the most important (Chandra & Sudarmanti, 2021). With the availability of various mass media platforms, opinions can be expressed anytime and anywhere. Mass media facilitates the circulation of opinions, which can be viewed objectively. The negative influence of mass media on public opinion is considered very dangerous. Many people use mass media as a platform to spread opinions that are intended to hurt others and spread false news. The freedom of expression afforded to everyone allows people to express their opinions freely, even though the expression of opinions is regulated by the state. Through mass media, information can spread quickly and widely, but it is important for the public to remain critical and selective in assessing the truth of information conveyed by mass media (Yumeldasari, 2019).

Mass media includes print, electronic, and online media. Print media is divided into several types, including newspapers, magazines, books, and so on. Similarly, electronic media is divided into two types: radio and television. Online media includes internet media such as websites and others. Mass media plays a crucial

role in shaping opinions and conveying information to the wider public. In today's digital era, mass media has an increasingly widespread and widespread influence, especially with the emergence of online media, which allows instant and global access to information. Therefore, the diversity and presence of mass media in its various forms is crucial to maintaining information transparency and equal access for all individuals (Khatimah, 2018).

All functions and roles of mass media in social life are heavily influenced by agenda setting and framing (Marth et al., 2022). Framing is the framing of news or an event from the perspective used by journalists or mass media outlets when selecting issues and writing news (Winarni, 2019). Framing ultimately influences how an event is told and ultimately framed. Framing analysis is an analysis to determine how reality (events, actors, groups, or anything else) is framed by the media (3) (Pinintoan & Wahid, 2020). Through this framing process, the mass media can shape public perception of an issue or event, thus having the potential to influence public opinion and attitudes broadly. Therefore, understanding framing techniques and their role in presenting information is crucial for developing critical thinking and sensitivity to messages conveyed by the mass media.

One of the current hot topics is news about the relocation of the nation's capital from Jakarta to Kalimantan. Based on the development policy for the Indonesian National Capital (IKN) as stipulated in Law No. 3 of 2022 concerning the IKN, it is planned to go through five stages of development from 2022 to 2045 (Firnaharera & Lazuardi, 2022). The relocation of the National Capital is in order to reduce the economic impact due to the dense population, especially on Java Island. Indonesia is now dealing with this by moving the new National Capital outside Java Island, namely North Penajam Paser Regency and Kutai Kartanegara Regency (Hasibuan & Aisa, 2020)..

Fundamentally, the capital relocation plan must be accompanied by a competent bureaucracy and visionary policies. To ensure that the capital relocation is not merely a relocation of the center of government but also remains within the spirit of change and the common good, the government must consider various aspects of complex and systematic planning directions when planning resettlement (Wahyudi, 2023). Furthermore, the involvement of all stakeholders, including local communities and minority groups, in the planning and decision-making process is crucial. Likewise, the government needs to ensure that basic infrastructure, such as transportation, education, health, and others, is available and developed equitably in the new region. Thus, the capital relocation process can be an opportunity to address regional inequalities and advance equitable national development.

Unlike previous research, this study aims to understand the influence of framing in news coverage on public perceptions of the sustainability of the relocation and development of the Indonesian capital. The influence of framing in news coverage on public perceptions of the sustainability of the relocation and development of the Indonesian capital is important because it can influence how the public views the issue. Positive or negative framing in news coverage can influence public opinion and attitudes toward the policy, by strengthening or questioning the arguments put forward by the government or related parties. Therefore, understanding the influence of framing in news coverage is crucial for analyzing how the issue of the continued relocation and development of the Indonesian capital is understood and accepted by the public.

The national capital is a central area with a crucial role for a country. Indonesia is currently moving its capital from Jakarta to Kalimantan. The government has begun construction of the capital in Kalimantan. Therefore, this study aims to analyze framing in news coverage and its influence on public perception regarding the ongoing relocation and development of the national capital. Examining how the mass media frames this event is crucial, given its role in shaping public opinion and attitudes. Framing analysis can help us

understand how the mass media present this issue to the public and how it may influence how the public views the relocation of the national capital and its impact on development and environmental sustainability.

2. Method

This research will adopt a qualitative approach with a focus on analyzing framing in news coverage related to the issue of the sustainability of the relocation and development of the Indonesian capital. A qualitative approach is a research approach used to examine natural objects where the researcher serves as the key instrument, data collection techniques are carried out in a combined manner, data analysis is inductive, and qualitative research results emphasize meaning rather than generalization (Prasanti, 2018). This approach was chosen because it allows researchers to explore in depth how the issue is presented and understood by the public. The framing analysis process will involve identifying the frameworks used in news coverage and how these frameworks influence public perception of the issue. To collect data, this research will use a documentary study with a focus on news articles, editorials, and related reports published by major media institutions. Data selection will be based on relevance to the issue under study and the representation of diverse perspectives in the news coverage. Data analysis will be conducted using an inductive approach, where findings will be generated from direct observation of the content of news coverage. In addition, text analysis will be conducted to identify framing patterns that emerge in news coverage. Thus, this research will provide holistic and in-depth insights into how the mass media, through framing processes, influences the public's understanding and response to the issue of the sustainability of the relocation and development of the Indonesian capital. This will provide a more comprehensive understanding in designing effective policies and communication strategies related to this issue.

3. Result and Discussion

Media exposure and use have a significant impact on shaping the views, attitudes, and behaviors of media users. Media plays a crucial role in influencing public perceptions and behavior by disseminating information, raising awareness, and providing education. It facilitates communication between individuals and enables them to gain insight into various global, social, and environmental issues (Liao, 2023). Media occupies a central position, providing and disseminating information necessary for attitude formation and facilitating the formation of public opinion, by positioning itself as an independent platform for debate on common issues. The influence of media is not limited to the transmission of information but also influences the mindsets, values, and preferences of individuals and society at large. This emphasizes the importance of critical media content and an awareness of the potential framing and bias inherent in media information delivery. Therefore, a thorough understanding of the role of media and its influence on society is crucial in the context of the ongoing relocation and development of the Indonesian capital (Andrianti, 2015).

Media indeed act as mediators, communicating information, ideas, and values through time and space, reaching a broad audience. Through various platforms such as newspapers, television, radio, and the internet, media provide channels for disseminating various types of content to the public. Thus, media plays a crucial role in shaping public opinion, influencing culture, and disseminating knowledge within society. Littlejohn, in his book "Human Communication Theory," believes that the Seven Traditions of Communication Theory Perspective can be useful as a guide and tool for examining the assumptions, perspectives, and focal points of communication theories, enabling us to see their similarities and differences. These seven traditions encompass semiotic, phenomenological, cybernetic, sociopsychological, sociocultural, rhetorical, and critical traditions. Understanding these traditions allows us to gain a richer and more nuanced perspective in analyzing complex and diverse communication phenomena.

Mass media also serves as a platform for carrying out journalistic work within the realm of journalistic activities. Journalism has the following duties: conveying the truth, maintaining loyalty to the public, having the discipline to verify, being independent in what it covers, having the ability to monitor power, being a forum for public criticism and consensus, conveying something interesting and relevant to the public, producing news comprehensively and proportionally, and giving journalists the freedom to follow their conscience. The role of the mass media in facilitating the implementation of these journalistic duties is vital in maintaining journalism's existence and function as a guardian of truth, justice, and accountability in society. By providing a broad and diverse platform, the mass media enables journalism to develop and fulfill its responsibilities to society effectively (Saragih, 2018).

The provisions of Chapter II of the Journalistic Code of Ethics, which covers reporting methods, are specifically found in Article 5, which explains that Indonesian journalists present news in a balanced and fair manner, prioritizing accuracy over speed, and not mixing facts and opinions. Journalistic works containing journalists' interpretations and opinions should be presented using the author's full name (Rosiq et al., 2019). The powerful role of journalism in the media is inseparable from the human need for information. The role of journalists in creating information in the mass media deeply impacts all aspects of life in society. This role is also felt in the political dimension, particularly in the process of sustainability and the relocation of the national capital. The study of the role of journalists in providing news in the media is like a double-edged sword. On the one hand, media is a social medium that serves as a tool for education, social interaction, and communication (Musfiandy, 2024). However, on the other hand, media also has the potential to influence public opinion and views on an issue or event, depending on how the news is presented and framed. Therefore, the importance of journalists adhering to the code of ethics and principles of journalism, which aim to present information objectively, balanced, and accurately, is crucial in maintaining media integrity and public trust in the information conveyed.

Whatever role the mass media plays in producing information, it must be able to present information on various public issues for every citizen (Habibie, 2018). Mass media includes print, electronic, and online media. Print media is divided into several types, including newspapers, magazines, books, and so on. Similarly, electronic media is divided into two types: radio and television. Online media includes internet media such as websites and others (Khatimah, 2018). The public will have the opportunity to access information from various channels according to the media owned and the content provided by news producers, not limited to media institutions (Rusadi, 2014). Mass media plays a crucial role in conveying information to the masses. By reaching the public through various platforms and channels, mass media facilitates public access to relevant and diverse information and enables individuals to participate in opinion formation and awareness of important issues in society. Thus, mass media functions as a link between the government, institutions, and the public in a dynamic and continuous communication process.

In news coverage, there is something called a frame. In sociology, frames are used to explain how media, as complex organizations, collectively shape news. A frame is seen as an interpretive scheme, whereby a person's worldview is organized so that the experience is meaningful and significant (Wicitra et al., 2023). Framing in news is a distinctive feature of media. Framing can be defined as the framing of a story (Paramitha & Karim, 2022). Framing analysis is based on the premise that news is the result of a construction of reality by journalists and/or media editors. In this context, framing is key to understanding how mass media present information to the public, as frames influence not only how news is presented but also how audiences understand and respond to the information provided. Thus, framing analysis is a crucial tool for analyzing news content and identifying biases and perspectives that may be present in media coverage (Prastya, 2016).

Framing a story by overemphasizing a person's self-image or leadership carries specific impacts and risks. Such as disrupting the formation of critical public attitudes, the inference of truth (claim of truth) regarding the political realities faced by the public, or the positioning of the public's political choices more objectively and rationally (Launa, 2020). Media coverage has the power to shape public views on the topics discussed, including creating negative views of certain segments such as young people. However, it should be noted that the concept of framing still requires further clarification in the context of news coverage. Framing is seen as an interpretive scheme through which reality is structured to give meaning to experiences. However, it has not yet been explained in detail how the media uses framing in news coverage about the issue of the continuation of the relocation and development of the national capital, and how this influences public perception. Therefore, further, more in-depth and focused research on framing practices in news coverage is crucial to understanding the dynamics of media communication and its impact on public perceptions and attitudes.

Perception occurs when a person receives stimuli from the outside world, captured by the senses, which then enter the brain. Perception is the process of seeking information for understanding using the senses. Perception involves an internal process of knowing and evaluating the extent to which we know others. In this process, a person's sensitivity to the surrounding environment is evident. Perspective determines the impression generated by the perception process (Triyaningsih, 2020). Perception is a person's response or acceptance of an experience, object, event, or information or message. This perception can produce positive or negative responses depending on the appropriateness of the benefits for the recipient (Hakim et al., 2023). Perception plays a crucial role in how individuals interpret and respond to information received through mass media. Awareness of how perception is influenced by factors such as an individual's background, values, and experiences is crucial in understanding how media messages are understood and received by audiences.

In perception theory, a business relationship exists when individuals observe behavior to determine whether it is caused by internal or external factors (Akbar, 2022). The mass media plays a crucial role in disseminating information regarding the planned relocation of the nation's capital and the inauguration of the new capital city (IKN) in the Indonesian archipelago. Media coverage will influence the attitudes of the public and stakeholders regarding the relocation and the inauguration of the new capital city (Hutapea, 2024).

Among the considerations for the relocation of the nation's capital are the underutilization of regional potential, the lack of support for interregional justice, and the vulnerability of national unity. Therefore, a new IKN is needed that can address these challenges: a world-class city for all Indonesians. The IKN, located in Kalimantan, is expected to become a new economic hub in Indonesia, including in central and eastern Indonesia. The new IKN is expected to create new centers of economic growth and maximize the potential of regional resources (Mulyaningrum, 2023). The relocation of the nation's capital to Kalimantan is not merely an administrative step, but also a strategic one to create equitable development across Indonesia, strengthen national unity, and optimally utilize existing resource potential for the welfare of all Indonesians. The Elucidation of Law Number 3 of 2022 also outlines three objectives of the Indonesian capital city, which are considered positive or pro due to their benefits, including:

1. To be a sustainable city in the world that creates comfort, harmony with nature, and resilience through efficient use of resources and a low-carbon environment;
2. To be a driver of Indonesia's future economy, providing economic opportunities for all through the development of potential, innovation, and technology; and
3. To be a symbol of national identity, representing harmony in diversity in accordance with the motto "Bhinneka Tunggal Ika" (Unity in Diversity).

Although the benefits of relocating the nation's capital city are outlined in Law Number 3 of 2022, many media outlets have reported on the negative impacts of relocating the nation's capital city. As reported by Argawati in mkri.id, one of the reasons why relocating the capital city is unnecessary is that moving the capital city to Kalimantan will risk environmental damage, destroying fauna and flora. This is due to the impact of urban development, residential areas, shops, and markets. Kalimantan's forests, known as the lungs of the world, could become nothing more than a memory in the future due to human activity. However, it is important to note that in any major policy such as relocating the capital city, there are various perspectives and points of view that need to be considered. Furthermore, it is also important to take effective and responsible environmental protection measures as part of the sustainable development process, so that the long-term benefits of relocating the capital city can be realized without harming the environment and existing natural ecosystems.

Public perception is influenced by the news they read. This is because the news they choose and how it is presented can influence how the public understands an issue. Therefore, it is crucial for the media to present news in a balanced, accurate, and fact-based manner so that the public can form a more comprehensive and objective perception. Mass media is used by individuals or groups, including governments, to promote certain issues in an effort to influence the public to support them. Mass media is one of the factors that can trigger the formation of public opinion and public reaction simply by reading newspapers or watching television. The media has a strong influence in the political world, providing benefits for the countries involved because if the news they convey is successful, they will gain support from various levels to achieve their goals (Choiriyati, 2015). Maintaining the quality and integrity of mass media reporting is a shared responsibility to ensure that the information presented to the public is not only balanced and accurate but also free from any vested interests that could undermine the overall democratic process and public participation in national development. The relocation of a national capital (IKN) is a complex process and requires thorough preparation to succeed. For example, the United States succeeded in relocating its capital to Washington, D.C., thanks to visionary leadership that effectively led the transition process, as well as a comprehensive legal framework to enforce the decision. Furthermore, a participatory and accommodating planning process provided opportunities for local communities to participate in decision-making, ultimately strengthening the legitimacy of the relocation. Furthermore, professional human resources ensured that the relocation process was carried out efficiently and effectively. In India, the successful relocation of the capital from Calcutta to New Delhi was influenced by similar factors, such as strong leadership, clear legal regulations, and a planning process that included public participation. Capital relocation is not only a technical challenge but also requires strong political support, public participation, and a clear legal framework to succeed.

Similarly, in Brazil, the relocation of the capital from Salvador to Rio de Janeiro, and then to Belmopan, was successful due to the thorough implementation of the aforementioned requirements. However, it is important to note that the success of the relocation of the national capital depends not only on technical aspects but also on the cultural and social aspects of the local community. Therefore, wisely managing these aspects is also key to a successful relocation of the national capital. By understanding this, other countries planning to relocate their capital cities can gain a more holistic and structured perspective to achieve the desired success. Understanding the cultural and social dynamics of the local community and adapting relocation strategies to their unique characteristics is essential to ensuring the success of such changes.

Perception, in this context, can be interpreted as the process of organizing and interpreting stimuli received by an organism or individual, thus forming a relevant meaning or understanding. This is an integrated activity within the individual (Dalegi et al., 2019). Therefore, the importance of being selective in the

sustainability and relocation of the national capital becomes a source of news that will be read. Currently, the new capital city is in the news everywhere. Electoral information is a phenomenon that describes the increasing amount of information related to the issue of sustainability and the relocation of the national capital, flowing rapidly and abundantly like a plague in the public space, but with a low level of accuracy and validity. The forms and packaging of expression and articulation are diverse, as are the media channels used to disseminate it. Many are also spread on various fake or scam online news sites that are completely lacking credibility. In this context, hoaxes, fake news, black campaigns, even hate speech and slander have found space for articulation. Therefore, the public needs to hone their ability to read news critically and skeptically and verify information before believing it, to avoid the spread of false and harmful information (Sutisna, 2024).

Framing analysis in news coverage regarding the issue of the sustainability of the relocation and development of the national capital is important to understand because it has a significant impact on public perception. Framing can include various types, such as attribution framing, risk framing, or solution framing, and its use in news coverage can influence public attitudes and behavior. For example, framing that emphasizes the economic benefits of relocating the capital can persuade the public to support the policy, while framing that highlights environmental risks can trigger negative reactions. Therefore, a deeper understanding of how framing is used in news coverage can provide better insight into how this issue is understood and received by the public. The mass media plays a role in disseminating information and has the right to choose the perspective, language, and narrative in presenting news regarding the sustainability of the relocation and development of the national capital, thus influencing the public's response to the information received. The framing chosen by the media can create various perceptions regarding the sustainability of the relocation and development of the national capital. Therefore, the media's presentation of information regarding the sustainability of the relocation and development of the national capital is crucial because it can influence how perceptions are formed and developed during the sustainability and development process.

It is important to recognize that framing analysis in news coverage regarding the sustainability of the relocation and development of the national capital has a significant impact on public perception. The framing chosen by the mass media can create various public perceptions and reactions to sustainability activities. Therefore, the media's role in presenting balanced, accurate, and fact-based information is crucial to shaping comprehensive and objective public perceptions. Furthermore, the phenomenon of electoral information overload on this issue requires serious attention, given the low level of accuracy and validity of much of the information circulating. This highlights the importance of selective information consumption and the need to improve media literacy within the community. By improving our understanding of how the media influences public perception, the public can become more critical of the information they receive and better able to make decisions based on a broader and more in-depth understanding of important issues such as the relocation of the nation's capital.

More broadly, the issue of sustainability and the relocation of the nation's capital also reflects larger challenges, such as the need for equitable development and environmental protection. Therefore, a deeper understanding of how these issues are perceived by the public can provide a more comprehensive view of how society reacts to the changes they face. Through a better understanding of framing analysis and its impact on public perception, it is hoped that the goal of forming a broader and more objective understanding of the issue of the sustainability of the relocation and development of the national capital can be achieved, as well as strengthening the basis for better decisions in the public policy process. The role of the media and public information literacy is crucial in addressing this challenge, by ensuring that information conveyed

through various mass media platforms is factual and provides a clear and comprehensive picture of the issues involved.

4. Conclusion

Based on the analysis, it was found that framing analysis in news coverage on the issue of the continuation of the relocation and development of the national capital is very important because it has an influence on public perception. Mass media plays a role in presenting and disseminating information and has the right to choose various viewpoints, language, and narratives in presenting news about the continuation of the relocation and development of the national capital. Framing is used to shape perceptions of candidates, political parties, and activities related to the sustainability and relocation of the national capital. Negative news presentation will also have a negative impact on public perception. Therefore, the importance of understanding how the media organizes and presents news about the sustainability and relocation of the national capital is crucial because it is related to perceptions about the sustainability and relocation activities of the national capital. The framing chosen by the mass media can shape public perceptions of the issue of sustainability and relocation of the national capital, and influence their attitudes and reactions to these activities. Therefore, it is important for the mass media to present news in a balanced, accurate, and factual manner, to help the public form a more comprehensive and objective perception. Awareness of the importance of media literacy is also key in dealing with information presented by the mass media, so that the public can be more critical in evaluating the news they consume. Thus, a deeper understanding of how the media organizes and presents news regarding the sustainability and relocation of the National Capital can help strengthen better public perception.

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