

Zhong Dang Pan and Gerald M. Kosicki Framing Model Analysis on Citayam Fashion Week News in Tempo.co and Tirto.id Online Media

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Abstract

The goal of this research was to determine the analysis of online media framing Tempo.co and Tirto.id regarding Citayam Fashion Week news. In addressing these issues, the author employs a constructivist approach, which views discourse as a result of the construction of social reality. This research is classified as library research, with data collected by citing and analyzing representative literature with relevance to the problems discussed, followed by reviewing and concluding. Following a discussion of framing analysis of Citayam Fashion Week news using the Zhongdang Pan and Gerald framing method. M. Kosicki. The author discovered that, in terms of framing devices (Syntax, Script, Thematic, and Rhetorical), Tempo.co in constructing social reality, particularly news about Citayam Fashion Week, was quite neutral in presenting news based on information obtained from sources, whereas online media Tirto was quite aggressive. id is quite positive in its coverage of Citayam Fashion Week, presenting and emphasizing all of the informants' opinions.

Keywords: framing analysis, citayam fashion week, Pan and M. Kosicki.

1. Introduction

The public is well aware of the term "Citayam Fashion Week," which has gone viral and is being discussed everywhere. Since it was posted on social media some time ago, this phenomenon has become a source of concern. Street fashion from teenagers congregating in the SCBD area, also known as Sudirman Central Business District, is distinct and similar to Harajuku in Japan. Teenagers from Bogor, Depok, and Bojonggede flock to the SCBD area to hang out, drink coffee, and eat snacks in the integrated commercial area. Surprisingly, they come with eccentric make-up, monochrome nuances, their own style and characteristics, and they express their 'style' in urban areas. Call it harajuku, monochrome, peat girl, hip-hop, or other styles worn by teenagers in the area (Masrun et al., 2022).

This fashion trend is also known as urban tourism, which is a tourism activity that takes place in urban spaces with economic attributes other than agriculture, such as administration, manufacturing, trade and services, and transportation. Citayam Fashion Week can be found in the Jalan Jenderal Sudirman area of Dukuh Atas, Central Jakarta, or more specifically around the Dukuh Atas BNI MRT Station, to the Kendal Tunnel (Lestari, 2019).

Tens, if not hundreds, of children are sitting in groups, drinking coffee, eating, snacking, and creating social media content.

This phenomenon continues to draw attention from a variety of sources, including artists, the government, and the media. Because of the increased interest in the Citayam Fashion Week phenomenon, many media outlets, both online and print, have packaged news about the event. Various reality constructions and perceptions were formed in response to the presence of the Citayam Fashion Week phenomenon.

Based on the preceding explanation, the writer formulates the problem formulation in this research as follows: a.) How are Tempo.co and Tirto.id media framing the news of Citayam Fashion Week?

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2. Literature Review

Online media is media that uses the internet; at first glance, people may confuse online media with electronic media, but experts distinguish them. The reason for this is that online media combines print media processes by writing information that is channeled through electronic means, as well as relationships with personal communications that appear individual. Online media, like traditional media, follows journalistic standards in their operations. The internet, as an online media, is a new media. It has several characteristics, including technology-based media, a flexible character, interactive potential, functions privately and publicly, has low regulations, and is related to other media (Masrun et al., 2022)

A piece of news is an actual fact, idea, or opinion that is interesting and accurate and is deemed important by a large number of readers, listeners, and viewers. So, even if there are facts, if they are not deemed important, true, and interesting by a large number of people, they cannot be used to create news. And if these elements are not included in the data that will be packaged in news writing, but an editor still presents them, the results will almost certainly not entice readers, listeners, or viewers (Al-Khairi, 2016)

Many terms are associated with the definition of online journalism, including journalism, online, internet, and website. Romli explains the three meanings in his book *Journalism Online*. Journalism is defined as the process of gathering, writing, and disseminating (true) information or news via mass media. Briefly and practically, journalism can be defined as event notification. Online journalism, like print journalism, does not have a deadline (Newman & Kashmiri, 2021)

The deadline for online journalism, in terms of publication, is "a few minutes or even seconds after the incident occurred." Online journalism is defined as a journalistic practice that takes into account various media formats (multimedia) to compose coverage content, allowing for interaction between journalists and audiences and connecting various news elements with other online sources (Fauzi, 2019)

Framing is a technique for examining how the media tells the story of events. The "way of seeing" the reality that is made news reflects the "way of telling the story." This "way of seeing" influences the end result of reality construction. Framing analysis is a method of examining how the media constructs reality. Framing analysis is also used to examine how the media interprets and frames events (Al-Khairi, 2016).

Beterson first proposed the framing theory that we know today in 1955. Frames were previously defined as conceptual structures or sets of beliefs that organize political views, policies, and discourses and serve as standard categories for appreciating reality. Goffman expanded on this concept in 1974, assuming frames as behavioral pieces that guide individuals in reading reality. In recent developments, this concept is used to describe the process by which the media selects and highlights specific aspects of a reality (Fauzi, 2019)

Framing analysis is used in communication to dissect the methods or ideology of the media when constructing facts. This analysis looks at the strategy of selecting, emphasizing, and linking facts in the news to make it more meaningful, interesting, meaningful, or memorable, and to guide the audience's interpretation based on their point of view. In other words, framing is a method used by journalists to determine their perspective or point of view when selecting issues and writing news. (Syarofina, 2019)

That viewpoint or viewpoint ultimately determines what facts are taken, which parts are highlighted and omitted, and where the news is taken. As a result, a news story is not always considered objective because it is easy to manipulate in favor of the news releaser. According to Todd Gitlin, framing is a strategy for shaping and simplifying reality or the world in order to present it to the audience. Events are highlighted in the news in order to draw the attention of readers. It's also critical to make an objective impression on the media. Gerald M. Pan and Zhongdang Pan (Lestari, 2019)

Framing, according to Kosicki, is a communication strategy used in the processing of news. Routine news-forming conventions are associated with cognitive devices used in encoding information and interpreting events. The author differs slightly from George Junus Aditjondro in Arifatul Choiri Fauzi, interpreting framing as a presentation of reality in which the truth about an event is not completely denied, but is subtly deflected, highlighting only certain aspects, using terms with a specific connotation, using photos, caricatures, and other illustration tools. This gives the impression that there is no deflection because the media does not package it crudely and arbitrarily. (Pan & Kosicki, 1993)

The effectiveness of framing, which has been demonstrated numerous times, creates opportunities for other parties to intervene and benefit from this process. According to Aditjondro, the framing process involves not only press workers, but also disputing parties in some cases, and each tries to show the sides of the information that they want to highlight by concealing the other sides and emphasizing the validity of their views by referring to the reader's knowledge,

ignorance, and feelings. The process of framing the mass media as an arena in which information on specific issues is contested in a symbolic war between various parties who both want readers to support their respective points of view (Nufus, 2015)

These views lead to the conclusion that framing can be done by any medium. They present information about reality and reveal an event, but they do not rule out subtle distortions that are difficult to detect without a special theory. Gerald Kosicki's Zhongdang Pandan model is used as the framing in this paper. According to Pan and Kosicki, media discourse is a social awareness process that involves three players, namely sources, journalists, and audiences in understanding culture and the fundamentals of social life that have been regulated, whereas constructivists focus on conceptualization of media texts into empirical and operational dimensions in the form of syntactic structures, script structures, and thematic structures (Mufidah, 2021)

The unit of observation of the text in Zhongdang Pan and Gerald Kosicki's framing model is more comprehensive and adequate, because the device considers the structure of the text and the relationship between sentences or paragraphs as a whole, in addition to covering all aspects contained in the text (words, sentences, paraphrases, labels, expressions) (Widya, 2018)

The models of Zhongdang Pan and Gerald Kosicki in question are:

Table 1. Zhongdang Pan and Gerald M. Kosiki Model Framing Devices (in Indonesia)

STRUKTUR	PERANGKAT FRAMING	UNIT YANG DIAMATI
<p>SINTAKSIS Cara wartawan menyusun fakta</p>	Skema Berita	Headline, Lead, Latar, Informasi, kutipan, sumber, pernyataan, penutup.
<p>SKRIP Cara wartawan mengisahkan fakta</p>	Kelengkapan berita	5W+1H
<p>TEMATIK Cara wartawan menulis fakta</p>	Detail, koherensi, bentuk kalimat, kata ganti	Pragraf, proposisi, kalimat, hubungan antar kalimat
<p>RETORIS Cara wartawan menekankan fakta</p>	Leksikon, grafis, metafora	Kataa, idom, gambar atau foto, grafik.

3. Methodology

This is a library research, which is a study conducted by exploring various literatures or other sources related to the problems being studied in this study. The main source of information in this study is news about the Citayam Fashion Week phenomenon on the online media portals Tempo.co and Tirto.id, which consists of two news stories. The author investigates the news as a topic of discussion in order to determine the online media framing of the Citayam Fashion Week phenomenon by Tempo.co and Tirto.id. The writer is interested in learning about the news in the media frame from the perspective of framing Zhongdang Pan and M. Kosicki (Soemantri, 2005)

The qualitative research method was used. In simple terms, qualitative research is when a researcher examines informants as research subjects in their daily lives. However, the researchers in this study used descriptive qualitative methods. In other words, qualitative research will provide an in-depth description of the situation or process under investigation (Sugiyono, 2017)

The following data sources were used in this study: (1) Primary Data. This study's primary data sources are two news stories from the online media portals Tempo.co and Tirto.id. (2) Secondary Information In this study, secondary data is data about things or variables found in the form of notes, transcripts, books, newspapers, magazines, and so on. As a result, this study includes a library visit.

4. Result And Discussion

Table 2. Online Media News Tables Tempo.co and Tirto.id (in Indonesia)

No.	Tanggal Terbit	Tipe Media	Nama Media	Judul Berita
1.	1 Agustus 2022	Media Online	Tempo.co	Di Hadapan Anies, Politikus PKS Singgung LGBT dalam Citayam Fashion Week
2.	3 Agustus 2022	Media Online	Tirto.id	Citayam Fashion Week: Mendobrak Bias Kelas, Ciptakan Subkultur Baru

4.1. Tempo.co Framing Analysis (Monday, August 1, 2022)

News Title: “In front of Anies, PKS Politician Touches on LGBT in Citayam Fashion Week”

1. Syntax

Lead: A member of the PKS faction of the DKI Jakarta DPRD, Suhud Alynudin, touched on the issue of Lesbian, Gay, Bisexual, and Transgender (LGBT) in the Citayam Fashion Week (CFW) trend in the Dukuh Atas area, Central Jakarta.

Background Information: He assessed that there is a potential for conflict between local residents and SCBD teenagers (Sudirman, Citayam, Bojonggede, Depok) due to the spectacle of men dressed as women at CFW.

Quote: "Because there was a small group present in a vulgar display of LGBT behavior,"

Statement/Opinion: According to Usman, disclosing gender identity and expression is not a crime, but a self-expression that is protected by national and international law. He explained that all citizens, regardless of gender, ethnicity, religion, sexual orientation, or other status, have the same rights as other citizens.

Closing: And what needs to be underlined is that Indonesia has ratified the ICCPR through Law No. 12 of 2005, which also means that Indonesia has a binding obligation to respect, protect and fulfill the rights in the Covenant.

2. Script

What: In front of Anies, PKS politician mentions LGBT in Citayam Fashion Week

Who: Member of the DKI Jakarta DPRD PKS Faction, Suhud Alynudin

When: August 1, 2022

Where: At the DPRD Building, Central Jakarta

Why: Because there was a small group of people who were there showing vulgarity in LGBT behavior

How: how the handling does not close the space for public expression, but at the same time, we can prevent the vulgar behavior displayed by a small group

3. Thematic

This news explains about the PKS politician who alludes to the LGBT promotion at Citayam Fashion Week

4. Rhetoric

The picture on the news uses a photo of two people who were at Citayam Fashion Week, one of which is a man who wears women's clothes and looks like a woman.

4.2. Tirtoco Framing Analysis (Wednesday, 3 August 2022)

News Title: "In front of Anies, PKS Politician Touches on LGBT in Citayam Fashion Week"

1. Syntax

Lead: I met Tikoy (14) when he was busy taking pictures with his friend, Ella (14), at the Kendal Tunnel, Sudirman, Central Jakarta, Monday (11/7/2022). That night, she wore a plain black knit cardigan, plain light blue jeans, and white sneakers with two black stripes like the Adidas brand, complete with her cell phone necklace.

Background Information: Recently, the Sudirman area has been in the spotlight. This integrated commercial area was suddenly transformed into a street style runway for teenagers who came from Jakarta's buffer zones such as Citayam, Bojong Gede and Depok. In fact, the abbreviation SCBD is no longer for Sudirman Central Business District, but Sudirman, Citayam, Bojong Gede, Depok.

Quote: "I think the Citayam Fashion Week phenomenon is a process of creating a new culture, right, in the middle of a metropolitan, cosmopolitan city, which has become a world city. Of course, as a new cultural act, he tries to break the domination of the public perception of cosmopolitan."

Statement/Opinion: Ubedilah's opinion is in line with the statement of the Governor of DKI Jakarta, Anies Baswedan who said that the youth phenomenon "SCBD" is part of the democratization of Jalan Jenderal Sudirman which belongs to all. All residents, said Anies, are allowed to enjoy the facilities of the DKI Jakarta Provincial Government (Pemprov).

Closing: Their presence has succeeded in opening the exclusive barriers that have been attached to Sudirman, Jakarta, to be truly owned by all.

2. Script

What: Citayam Fashion Week: Breaking Class Bias, Creating a New Subculture

Who: Sociologist Lecturer at State University of Jakarta (UNJ), Ubedilah Badrun

When: Tuesday, 12 July 2022

Where: Central Jakarta

Why: The phenomenon of "Citayam Fashion Week" breaks the class bias that has been built so far.

How: Due to the absence of public space in the buffer zone. However, the charm of the city, in this case Jakarta, is a charm that cannot be avoided.

3. Thematic

This news explains the Citayam Fashion Week phenomenon will create a new subculture

4. Rhetorical

The image used in this news is the atmosphere at night in the Sudirman area on Tuesday, July 11, 2022.

4.3. Data Interpretation

Based on the results of the analysis obtained, the researchers found a number of framing formed by the online media Tempo.co and Tirtoco.id about the Citayam Fashion Week phenomenon.

1. News analysis from Tempo.co "In Citayam Fashion Week, PKS Politician Touches on LGBT in Front of Anies." The news on Tempo.co's online media is syntactically correct, beginning with the title, lead, quote, and closing. Tempo.co cited two sources: Suhud Alynudin, a member of the PKS faction of the DKI Jakarta DPRD, and Anies Baswedan, the Governor of DKI Jakarta.

News from online media Tempo.co has fulfilled the completeness of the news by paying attention to the script structure, namely the 5W+1H (What, Who, Where, When, Why, and How) aspects. Suhud Alynudin, a member of the PKS faction of the DKI Jakarta DPRD, stated in the news published by the online media Tempo.co that there was a small group of people present in a vulgar display of LGBT behavior.

Tempo.co's news emphasizes, thematically, that all people are equal before the law and must be protected from all forms of discrimination based on race, color, gender, language, religion, political views, origins, and ethnicity (Fauzi, 2019).

Rhetorically, it appears that Tempo.co does not support both parties because Tempo.co provides and explains both sides of the speakers, both in terms of freedom and protection to avoid LGBT promotion.

2. Tirto.id news analysis “Citayam Fashion Week: Breaking Class Bias, Creating a New Subculture”. Syntactically the news is online media Tirto.id above starting from the title, lead, quote, and closing is in accordance with the news. Where online media Tirto.id quoted sources, namely the Jakarta State University (UNJ) Sociologist, Ubedilah Badrun, DKI Jakarta Governor, Anies Baswedan, Deputy Governor of DKI Jakarta, Ahmad Riza Patria, University of Indonesia (UI) Sociologist Devie Rahmawati, and several visitors to Citayam. Fashion Week.

By paying attention to the script structure, news from online media Tirto.id has fulfilled the completeness of the news, namely the 5W+1H (What, Who, Where, When, Why and How) aspects. The news published by online media Tirto.id gave statements from several sources, first from the Jakarta State University (UNJ) Sociologist who said that the Citayam Fashion Week phenomenon was a process of creating a new culture in the middle of a metropolitan, cosmopolitan city, which has become a city. that world. Of course, as a new cultural act, he tries to break the domination of the public perception of cosmopolitan. The second resource person was the Governor of DKI Jakarta, Anies Baswedan who said that the DKI Jakarta provincial government was building a third space that equalized and unified. The third room is our common room. Let them enjoy the space in their own way. Don't claim to be a certain way. The most important thing is to keep it clean and orderly. The third resource person was the Deputy Governor of DKI Jakarta, Ahmad Riza Patria, who said that his party was happy and grateful that our brothers, our brothers from Citayam playing in Dukuh Atas, came there by train. It's a recreation to visit Jakarta, something good. Meanwhile, University of Indonesia (UI) sociologist Devie Rahmawati said that free time or holidays and the pandemic was ending resulted in children being faster and more aggressive in their creativity (Masrun et al., 2022).

Tirto.id frames the emergence of the Citayam Fashion Week phenomenon as a positive thing in creating a new subculture in the city of Jakarta, but the government must provide facilities and supervision so that it can develop and run properly and correctly.

5. Conclusion

Based on the findings of the preceding analysis, it is possible to conclude that the framing of the news of Citayam Fashion Week by the online media Tempo.co and Tirto.id is:

- 1) Syntactic Structure: The two news stories presented by Tempo.co and Tirto.id have the same syntactic structure.
- 2) Script Structure: The two news reports in the script structure have fulfilled the completeness aspect of the news, namely 5W+1H
- 3) Thematic Structure: In the thematic structure, Tempo.co's online media framed the news based on the title and supported it based on what the sources said; in other words, Tempo.co's online media framed the news of Citayam Fashion Week in a neutral manner. Meanwhile, the online media Tirto.id framed the news of Citayam Fashion Week with bias toward informants who stated that Citayam Fashion Week was a new breakthrough in creating a new subculture in Jakarta, and all sources were positive.

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