CHAPTER I

INTRODUCTION

1.1   Background of the study

The rapid advancement of technology has made it easy for us to access information quickly and easily from anywhere and anytime. Science and technology that is increasingly advanced in the culture itself also have their own impact on society as its object. The ease of information received by the public today can be seen from one of the developments of technological advancement itself, namely social media. Not only one social media platform, but many more social media accounts that can produce the latest and fastest news information. Social media can be accessed in electronic media. Waleleng, Rondonuwu, & Nainggolan (2018:5) social media that we get in electronic media is now much loved by the public in search of news and any information. One of those mediums is Instagram.

In addition, ordinary people among artists and influencers also much loved this social media. Printing media such as newspapers and magazines have now been published through websites or electronics, resulting in a decrease in interest in print media among the public. In addition to information received more efficiently, quickly, and cheaply, the public is also freer to provide news information, both hoaxes and facts and now citizens can also directly comment. Instagram, in addition to the social media platforms known for sharing photos and videos, has now become one of the most popular media because it disseminates a lot of

information in the form of images and videos in Indonesia. Instagram appearance is interesting and always updates the look that can be enjoyed by the public, both formal news, informal and even public life, and social media friends we can get from Instagram. The fulfillment of the community towards Instagram is more up to the target audience, especially millennials. This then gives a sign that Instagram has a broad meaning and broad insight into all aspects of public life. People can also like and comment on and even share the post to their social media accounts privately or publicly.

The increase in cases of positive Covid-19 patients in Indonesia is in line with the continued emergence of news on social media, especially Instagram. The public needs to know about news related to events that have become a global pandemic. This issue is of the highest news value in social media coverage anywhere. The Covid-19 pandemic has not only created a health crisis but also an economic crisis, social humanity, education, and politics in determining follow-up in every country globally. This crisis is the source of media information needed by the public.

Since the coronavirus incident was declared a global pandemic, many of these events have changed people's lives economically, socially psychologically. The entry of the Covid-19 virus in mid-February 2020 has troubled the Indonesian people. Covid-19 not only kills people but also causes economic downturns from layoffs, the decline in the Indonesian rupiah exchange rate against the US dollar, and an increase in the prices of basic necessities. This has made the Indonesian government have various

efforts and policies such as work from home, lockdown, a ban on crowds or public events, prohibition on going home, and social distancing. The aim is to slow down and reduce the spread of the coronavirus, but there is a lot more commotion going on everywhere than feeling safe and in control during the coronavirus outbreak. There are still many people who do not follow the government's appeal, especially health protocols. Apart from the fact that society needs money to survive, stress and boredom are also faced by society with bigger negative impacts such as chaos and high mortality rates.

February 2020 saw the peak of the Covid-19 issue which was very much discussed, especially on social media. The Covid-19 outbreak, which is still hot and continues to be discussed in all circles, both on social media and elsewhere. This is because the Covid-19 virus is contagious and has a very large effect on claiming lives. This problem was triggered by 2 Indonesian citizens who were affected by the Coronavirus which was initially horrendous, especially the news from Joko Widodo, the President of Indonesia. This made the hunting public find out the news from anywhere. This has also been reported by Joko Widodo in all media sources. This is the reason choose Covid-19 as a topic of research and because the epidemic and this news have become a pandemic, it is phenomenal and is still warm to date.

The figure of President Jokowi has repeatedly posted the news on his social media especially on his Instagram account raising issues of government policy. Included in the handling of the Covid-19 pandemic

outbreak in Indonesia. Since the beginning of this virus, it was declared to be in Indonesia in February until this year, Jokowi has made an opinion about Covid-19, especially in Indonesia with posts on Joko Widodo's Instagram account. This is in accordance with the analysis used by Robert Entman, namely analyzing what the problem is, the cause of the problem, the moral values shown, and what is the answer to the problem which focuses on the Covid-19 case. And because this theory is suitable to be investigated in this study, and previous studies also used the same theory.

Based on the background that has been explained, this study aims to select issues and perspectives of researchers regarding the views, handling, or responses of Joko Widodo who emerged as a figure of the President is facing the stages of the Covid19 pandemic crisis in Indonesia. The prominence of these aspects is related to the writing of facts disclosed on Joko Widodo's Instagram account. This study chose Joko Widodo because he wanted to find out how the President's attitude in managing his social media accounts in the Covid-19 outbreak was currently circulating, both in his speech and his response to the problems that occurred. In addition, Joko Widodo was chosen because he has a verified Instagram account.

A verified account that Instagram has confirmed the authenticity of an account that represents a public figure, celebrity, or global brand, according to the Instagram page. A blue checkmark appears next to the Instagram account name to demonstrate that it's been verified. It was found from Kompas.com which said that Jokowi had the 4th most

followers on Instagram accounts in Indonesia. At least that's according to a report titled "World Leaders on Instagram" released by the Global Strategic Communications Firm, Curson Marsteller. Currently, Joko Widodo's Instagram account has 40.2 million followers. The account is managed by the social media team or the President's Digital Communication Team and assigns an authorized photographer to manage the account. Sadasri (2019:76) Although it is not a personal account that is managed by Jokowi himself, many netizens have followed and conveyed their aspirations to the comments page of Joko Widodo's Instagram account. This is related to its relationship with the Indonesian government which is highly highlighted by the community in responding to this Covid-19. How does he react and how does he views and overcomes the problems that have occurred. This makes the public eye a lot of information from Joko Widodo on his Instagram account.

A framing analysis is a method of examining how the media produces reality. Framing analysis is also used to see how the media interprets and frames events. Because several media outlets cover the same event, the reality is interpreted and produced differently by each outlet. (Eriyanto 2002:79). Framing analysis is the most recent iteration of the discourse analysis approach, and it is particularly useful for analyzing media texts. The reason the researcher chose Framing as the title of the thesis is that no one has done similar research before and there are problems that the researcher wants to discuss in this study.

This is the reason the researcher are interested in researching is how the framing of reporting cases on Instagram is that many people and even the public have come down and poured their opinions about Covid-19. In fact, not only how to respond to this outbreak, but there are still many people and even the public who still choose not to believe that Covid-19 is just a principle of benefit as part of politics and not a few also say that Covid-19 does not exist. Pros and Cons raised by the media community that we really need to address and see from the perspective of the researcher. This thesis attempts to answer how Instagram Jokowidodo framed information in May-June 2020 about the Covid-19 pandemic, where the Corona Virus has been declared a pandemic. How Instagram Joko Widodo sees, estimates, makes decisions and emphasizes solving problems related to this pandemic and how Jokowi's character as the highest government figure in Indonesia reveals issues related to the Covid-19 outbreak on his Instagram account, how he puts his words and what solutions have been followed up during May-June 2020.

1.2 The problems of study

Based on the background of the problem above, the focus of the problem to be discussed in this study is: how is framing analysis of the news delivered by Joko Widodo's Instagram team in an Instagram post about Covid-19 in May-June 2020?

1.3   The objective of the study

The objective of this study is to determine the framing of the Covid-19 issue on the Instagram account of the President of Indonesia Joko Widodo in May-June 2020.

1.4   Scope of the study

This study focused on the Framing Analysis according to Robert Entman (1993) as the main tool. There it has four types of Framing Analysis that each of them has a different way of forming the Framing Analysis, such as Defining Problematic Effects, Identifying Causes, Conveying Moral Judgment, and Endorsing Remedy. The four types also focus on forming Events, Actors, and Issues which are also part of Framing Analysis. Some of the limitations of the problem in this study are:

1. The extent of coverage only includes information about Covid-19.
2. The target is only one object and one social media platform, namely Instagram Joko Widodo.
3. The problem being analyzed is the captions of the images posted by Joko Widodo's Instagram team in the May-June 2020 edition of Instagram.

1.5   Significances of study

The results of this study are expected to provide benefits including:

a) Theoretically

1. Increase knowledge about journalism about how journalists frame or select issues from Instagram according to their respective ideologies.

2. Increase knowledge about communication, especially those related to the function of media in terms of social media.

3. Increase the reader's knowledge in framing the Covid-19 case coverage conducted by the Team of the President of the Republic of Indonesia Joko Widodo on Instagram social media.

b) Practically

1) To fulfill one of the requirements to obtain a bachelor's degree in the Department of English Literature at HKBP Nommensen University Medan.

2) As a valuable experience for thesis in broadening horizons and knowledge as well as an epidemic of self-development from the knowledge gained during college.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1   Theoretical Framework

This study presents many important aspects of the theoretical framework: discourse analysis, analysis framing, types of analysis framing, social media, Covid-19, related literature. In closing, the author usually describes the theoretical framework.

2.1.1   Discourse Analysis

Discourse analysis is sometimes defined as the analysis of language 'beyond the sentence'. As explained by Wood and Kroger (2000, p. 18) in their research by Bavelas & Phillips (2015:103), the implication there are various kinds of discourse analysis is undoubtedly due to the nature of the field's advancement and the origins of various scientific disciplines. Discourse analysis started in the fields of philosophy, sociology, linguistics, and literary theory, and has since expanded and included anthropology, communication, education, and psychology. A study of literature on discourse analysis, on the other hand, easily shows that while some scholars use the term to characterize a particular form of analysis, it is often a label that is commonly applied in various disciplines and to various disciplines. Consequently, rather than thinking of discourse analysis as a single, unified methodology sees it as a set of techniques and approaches with some significant common interest. Zellig Harris (1952), a sentence linguist, coined the word "discourse analysis" in a 1952 paper.

Pedersen (2012:169) discourse analysis is a methodology for analyzing linked speech or writing expanding descriptive linguistics beyond the reach of a single sentence at a time. Analysing how language works and how meaning is generated in various social environments was that discourse analysis entails.

The following are examples of materials that are appropriate for discourse analysis:

1. Books, newspapers, and articles are examples of periodicals
2. Brochures and promotions are examples of publicity content.
3. Documents from industry and government.
4. Websites, comment sites, and social media posts and responses.
5. Conversations and discussions.

Researchers want to develop a better understanding of social classes and how they interact by studying this type of discourse.

2.1.2 Analysis Framing

Framing is a method of analysis carried out by assessing, viewing or framing an issue usually carried out by the media. Framing is a way to process new information more quickly or effectively. Goffman (1974:123) believes that someone can use framing to characterize facts and explain them meaningfully by analyzing events. This inescapably contextual aspect of language is referred to as the "box" in frame analysis. The principle of 'framing' means that the specific contexts in which content is obtained, interpreted and conveyed. For example, through political

associations, news organizations and political discourses affect how an audience processes and interprets that information. Frames are abstractions that explain not only what is to be established (agenda setting), but also how that information is given specific significance (in a 'frame').

According to Muncie (2019:4), the term of framing has been generalized to a number of systems, ranging from cognitive understanding and social experiences to social constructions and media representations and has origins in linguistics, psychology, and sociology. According to Suharyo (2018:676), knowledge and understanding of the theory and essential factors of framing analysis, mass media function, and theory hegemony are required to apply framing analysis in discourse studies. Furthermore, the characteristics of framing analysis must be understood, such as (1) facts, reality is actually the result of social construction, (2) mass media is an agent of social construction in defining reality, (3) news is not a reflection of something reality (language relativity), (4) news is not an objective fact, and (5) journalists are not news reporters, but construction agents who construct reality.

According to Entman (1993) selecting and Highlighting are two keys to framing. He describes framing as "selecting certain facets of a perceived fact and highlighting them in a communicating text in order to facilitate a certain Defining problematic effects, Identifying causes, Conveying moral judgement, and Endorsing Remedy. Frames are critical because they affect how the viewer interprets problems. If a piece of

knowledge is enhanced in salience, it is more likely to be heard, meaningful, or recognizable by viewers.

There are many common models for framing, namely: Murray Edelman, William A. Gamson, Zhongdang Pan and Gerald M. Kosicki.

a) Murray Edelman (1977), Framing is a type of analysis conducted by categorizing and guiding the thoughts of other people on problems or news by shaping their interpretation of a problem itself.

Types of Framing according to Murray Edelman: categorization, ideology, rubrics, and classification.

1. Categorization: Remind the listener of only one dimension. In any case, stand out. For an illustration: people only recall Suharto's demise when discussing the events of May.

2. Ideology: The development of a set of thoughts, ideas, values and beliefs and the formation of the character of thought in the realization of the event's desire is a viewpoint.

3. Rubrication: Reminding the listener only of big case groupings. For an illustration: The audience only saw this case as a war between the Dayak and Madurese tribes when mentioning incidents.

4. Classification: Manipulating the audience's feelings when watching an incident or witnessing it.

b) William A. Gamson, Framing is seen as sharing stories about thoughts. That is structured in such a way and embodying a sense of a topic or news relevant to a debate.

1. Framing device is the usage of some sentences, phrases or metaphors that relate to certain ideas. Examples: Metaphors (parables or presuppositions), Catchphrases (phrases that are important, comparing, popular in a conversation, typically in the form of slogans), Exemplar (link frames with examples, definitions, details), Depiction (a connotative topic depiction or portrayal. Commonly in the form of slogans).

2. Reasoning Device (reasoning device) is a specific reason that supports the main idea of the news. Examples: Roots (causal analysis, cause and effect), Appeals to principle (basic premises, moral claims), Consequences (effects or consequences that are obtained).

c) Zhongdang Pan and Gerald M. Kosicki (1991), Framing is an analysis approach that stresses how an individual generates knowledge in himself or looks at the internal workings of others or looks at how the social construction of the truth of a person is.

1. Cript (Telling the Facts) Example: Completeness of the 5W + 1H news

2. Thematic (Writing facts) Example: Details, Coherence, sentence form, Pronouns

3. Rhetorical (Emphasizing facts) Example: lexicon, graphic, metaphor.

2.1.3   Types of Analysis Framing

According to Entman (1993) there are four types of Framing Analysis namely :

2.1.3.1   Defining Problematic effects

This is the first thing that comes to mind when it appears to be framing. The mainframe is this component. Journalists' interpretations of incidents are emphasized. What happened when there were difficulties or incidents, and how they were perceived. Arifin, et al., (2020) the same incident can be viewed in a number of ways and these multiple frames can result in variously shaped realities. Dan & Raupp (2018:14) said frames rely on prevailing concepts, beliefs, and norms of any particular society to fulfill these roles. This assumes that frames are collectively connected and that there can be a finite number of news frames provided that the culture's dominant concepts, beliefs, and norms are also finite.

2.1.3.2   Identifying Causes

This is a framing factor that is used to frame who is perceived to be a participant in a case. Cause may refer to both (what) and (who).

2.1.3.3   Conveying Moral Judgment

Dan et al., (2018) this is a framing concept used to justify/provide reasons for describing the problem. It requires a convincing argument to justify a theory until the problem has been identified and the origin of the problem has been discovered**.**

2.1.3.4   Endorsing Remedy

This element is used to establish what the journalist desires. What approach was taken to handle the problem? Of necessity, the resolution is dependent on how the issue is interpreted and who is perceived as the problem's root.

Table 2.1. Robert N Entman Concepts of Framing

Defining Problematic effects	What is the definition of an occurrence or problem? As a what, exactly? Possibly, as a What s the problem?
Identifying Causes	What was identified as the causes of the incident? What is the essence of a problem's cause? Who (the performer) is assumed to be the root of the issue?
Conveying Moral Judgment	What moral interest is being presented in order to justify the issue? What moral principles are used to justify or condemn an action?
Endorsing Remedy	What is the possible answer to the problem or issue? What options are provided and must be discussed in order to solve the issue?

Entman's concept of framing refers to the media's method of choosing and emphasizing certain elements of reality. The way the message document is displayed and which bits the text researcher finds significant or illustrated are more important in framing. Analysis Framing according to Entman has two main dimensions: topic selection and the emphasis or significance of certain facets of fact or issue. In reality, the media frames problems by focusing on a few of them while avoiding others.

Selecting : an aspect of fact selection that does not present all facets of events. There are sections that are illustrated in the collection of issues and there are parts that are lacking in reporting.

Highlighting : an aspect related to writing facts, after choosing how the event is presented, written, with words, pictures and descriptions. What fact is it presented.

2.1.4   Social Media

Social media is a means of communication that receives and even provides information in the form of content in the form of words, photos or videos. Social media is only found in electronic media, which at this time some people already have it either from PCs or smartphones. With social humans, individuals can communicate with other individuals or individuals to group or group to group. According to Manning (2014), social media is also used to describe emerging types of media that allow for immersive interaction. The evolution of media is often split into two epochs: the broadcast epoch and the digital epoch. During the broadcast era, the media was almost completely concentrated, with one organization such as a radio or television network, newspaper company, or film production studio disseminating messages to a wide audience. As content for consideration and review, this research is inextricably linked to previous research. It is anticipated that participants. In this study we will be able to distinguish between previously conducted research and current research.

2.1.5 Covid-19

Coronavirus Disease 2019 (Covid-19) is a global public health issue that causes serious acute respiratory illness in humans. After its discovery in Wuhan, China, in December 2019, it has quickly spread across the world. This single-strand positive RNA virus infects the human respiratory tract is heat sensitive, and can be easily inactivated by chlorine disinfectants. Animals, especially bats, as well as other vectors including bamboo rats, camels, and weasels, are thought to be host sources. Fever, cough, and respiratory problems are all common symptoms. Without symptoms, moderate pneumonia, and extreme pneumonia are the three clinical syndromes. Swabs of the throat nasopharynx and oropharynx and lower airways are used to examine specimens sputum, bronchial rinse, endotracheal aspirate. Yuliana (2020:188) to deter the transmission of Covid-19, patients that have been proven to be infected are isolated. This study is inextricably related to previous research as material for consideration and analysis. Participants are expected to attend. This analysis would be able to tell the difference between past studies and current research. This study also takes research from May-June 2020, which in that month Jokowi posted a lot about Covid-19 due to post-Eid al-Fitr and the increasing number of positive cases after people tried to go home during the pandemic.

2.1.6 Previous Research

The following are some previous on Framing:

1) Researchers who have discussed framing related to politics and using Entman theory are Lambert (2018) with the title **A media framing analysis of a U.S. presidential advisor: Alternative flacks, focused on maintaining relationships and managing reputations.** The result is five broad themes about the functions of communication professionals became apparent in the first stage of analysis: 1) Journalists inform others what they believe is important through communication channels; 2) Public relations professionals rely on media to inform others what they believe is important to reach their audiences; 3) Journalists rely on political public relations professionals to interpret the size and complexity of the government; 4) Political public relations professionals shape the news as a result of their interrelationship with journalists, and 5) Journalists apply reductive and essentialist terms for the occupational role of public relations professionals.

Using the theory of Entman (1993) definition, explanation, evaluation, and recommendation within news brought the onlin media and Pan, Z & Kosicki (1993) which applies a structural discourse in analyzing the news focused on the news text design into a result which is arranged based on the syntactical, script, theme, and rhetorical structure. By Ikhsan (2020), with the title of their research, **Framing Analysis of Online Media on the Reporting of Candidates for Governor in Riau Islands province.** The study's result proved that the news framing by the online media in the Riau Islands region, which has been verified by the pers council, has constructed the issue based on political fact by providing a

flashback of each event before the Governor election of Riau Islands in 2020.

The theory used by Benford and Snow with the research title **A descriptive framing analysis of how Greta Thunberg inspired the masses to take to the streets** by Thunberg (2020) focused on what frames Greta Thunberg has used to describe climate change, including a description of her goal with the strikes and a discussion of features associated with mass mobilization. The results have revealed three main frames; a crisis frame, a parental frame and a hierarchical frame as well as features within Thunberg's message have been discovered which add insights to Benford and Snow's discussion of what can create resonant frames.

2) Related to the topic of Health, Poirier et al., (2021) **"(Un) have also done Covering the COVID-19 Pandemic: Framing Analysis of the Crisis in Canada"**. The researchers chose Gamson and Modgliani (1989) to explore the obtained data. This study examines 12 large Canadian news outlets' coverage of the COVID-19 pandemic with quantitative methods. Data is continuously collected using Radar +, a tool developed in Python for digital content extraction and automated text analysis. The final dataset contains 2,810 articles (francophone media = 968; anglophone media = 1842) for a total of 989,345 words.

Framing Analysis of the Kompas' COVID-19 Coverage: January 2020 Edition By Kharisma (2020) The finding of the research that are four types of Framing such as Defining problematic effects,

Identifying causes, Conveying moral judgement, and Endorsing Remedy. In the first-third period (January 1-18 2020), the Kompas newspaper discussed the outbreak of novel coronavirus that occurred in Wuhan, China, and some other countries like Hong Kong, Taiwan, South Korea, and Japan. There is a total of 5 data that are identified as the types of Framing. The research suggested that media play an important role in shaping public perception about health and risk by employing four frame functions: problem definition, causal interpretation, moral evaluation, and treatment recommendation.

This research uses 2 theories at once, namely Matthes & Kohring (2008) and Entman (1993), The findings drawn from this method are contrasted with findings gained from thematic analysis applied to the same data. The study was conducted by Foley, Ward, & Mcnaughton (2019) : **Innovating Qualitative Framing Analysis for Purposes of Media Analysis Within Public Health Inquiry.**

The following is research conducted by Choi & Mckeever (2019) : **News framing of and response avian flu Media advocacy to a public health crisis.** This study explores how South Korean newspapers reported the issue of AI (avian influenza) by employing framing, and the concepts of media advocacy and mobilizing information (MI). Focused on examining sensationalism in news stories by Theori Zhongdang Pan and furious Kosicki. The findings indicate the increased media advocacy efforts during repetitive outbreaks of AI.

3) Similar research on social media platforms and using Entman theory has also been conducted by one of the researchers, namely Moscato (2016). **Media Portrayals of Hashtag Activism: A Framing Analysis of Canada's #Idlenomore Movement.** The data was taken from Twitter with the hashtag #Idlenomore in Canada, and the researchers used a qualitative analytical approach. A qualitative framing analysis is used to identify frames present in media reporting of #IdleNoMore during its first two months by two prominent Canadian publications. Used the Lexi sNexis database and the Maclean's magazine website. The articles created frames of this movement representing competing but also coalescing perspectives and agendas.

By using a similar theory in social media Entman (1993), namely researcher Damanhoury (2018) : **Understanding ISIS's Provincial Propaganda: A Visual Framing Analysis of Sinai Region's Imagery in 2016.** Understanding ISIS's Provincial Propaganda: A Visual Framing Analysis of Sinai Region's Imagery in 2016, with focus on Twitter or Telegram. This study provides a nuanced understanding of WS's visual frames in its social media war against the Egyptian security forces, which is essential in developing counter-propaganda campaigns that fit the Egyptian context. While some studies pointed at the overdependence of the utopia frame in ISIS propaganda in Winter (2015), it is clear that focused only on WS's imagery tells a different story.

An image of refugees through the social media lens: **A narrative framing analysis of the Humans of New York series 'Syrian**

Americans' by Perreault, Paul, & State (2018) using Page and Duffy 2009 theory. characters, settings in order to uncover frames about given issues, people or people groups. The findings indicate that while mainstream media images marginalize and dehumanize refugees by portraying them as pollutants and terrorists, alternate sites such as HONY do not function under traditional journalistic norms and routines, and provide alternate portrayals.

4) Research on the topic of Cultural has also been conducted by Hapsari & Rafida (2021) by using Entman Theory with the research title **A Framing Analysis of Negotiation of Interest in Islam via Dakwah Content Between Indonesia and Malaysia** and also the research of Robeers (2019) which uses the theory of Entman (1993) and Tumer (2014) with the title **'We go green in Beijing': situating live television, urban motor sport and environmental sustainability by means of a framing analysis of TV broadcasts of Formula E.'** This study found that the main altered of negotiating frames of interest in Islam within both neighboring countries are regarding the Governments.

5) The topic of Science also carried out by Eck, Mulder, & Dewulf (2020) **"Online Climate Change Polarization: Interactional Framing Analysis of Climate Change Blog Comments"** with the theory used are Potter & Wetherell (1987) & Wood & Kroger (2000). Results show that most framing differences start with issue framing but thereafter shift to identity and relationship or process framing.

Is Bangkok becoming more resilient to flooding?: A framing analysis of Bangkok's flood resilience policy combining insights from both insiders and outsiders by Laeni, Brink, & Arts (2019) the theory used is Entman and Van Hulst & Yan. Framing method with reviewed 4 key policy documents, conducted 15 semi-structured interviews, and organized an expert-focus group discussion. Found the 3 results : (1) To reinvent its flood risk management strategy, it is important that BMA, next to structural flood protection measures, also invests in developing spatial and adaptive measures, (2) To this end, collaboration is required between the involved departments within the BMA, as well as between the BMA and other national governmental authorities, private stakeholders, civil society organizations and local communities, (3) To diversify anticipated outcomes, BMA could identify potential social impacts from flood risks as well as flood protection measures among disadvantaged communities

By Johansson (2020) With the theory of Benford & Snow: **A framing analysis of the high-level segment at COP 23,** focused on meanings, and the processes that create meanings. The results are dependent on factors such as the character of the research question as well as the interpretation perspective and the researcher's relation to the texts.

6) Framing research can also be done through visual image, as researched by Damanhoury (2018) **"Understanding ISIS ' s Provincial Propaganda : A Visual Framing Analysis of Wilayat Sinai's Imagery in 2016 Understanding ISIS's Provincial Propaganda : A Visual Framing Analysis of Wilayat Sinai's Imagery in 2016"** focused on

target leaders of groups like ISIS to nearly their effectiveness has served as a longstanding principle of counterterrorism efforts. This study provides a nuanced understanding of WS's visual frames in its social media war against the Egyptian security forces, which is essential in developing counter-propaganda campaigns that fit the Egyptian context. While some studies pointed at the overdependence of the utopia frame in ISIS propaganda in Winter (2015a), it is clear that focused only on WS's imagery tells a different story. Focuced on Twitter or Telegram.

7) Research is mostly done by the media in the use of Newspaper Online and print media. Here are some studies using online newspapers by Kanaker (2020) **"Media Framing of Minorities" Crisis: A Study on Aljazeera and BBC News Coverage of the Rohingya.** Using quantitative methods. This paper found out that news covered six main causes of the Rohingya crisis. The prominent cause that both Aljazeera and BBC agreed upon was security and military causes. 91.8% of the coverage was allocated to this prominent cause. The remaining 8.2% was for then other causes. Concerning ramifications, it was found out that news of Aljazeera and BBC collectively covered 20 ramifications.

8) By using the Online Newspaper Platform, namely Detik.com and Kumparan.com, which were researched by Permata (2020) with the research title **Framing Analysis on Public Crisis Communication by the Ministry of Health during COVID-19 Outbreak.** The result of research shows that detik.com and kumparan.com have a different point of view in

reconstruction in this case. Detik.com showed careful, detailed and firm news reporting, while kumparan.com is much lighter and moderate.

9) **Framing Analysis of Online Media on the Reporting of Candidates for Governor in Riau Islands province** by Ikhsan, et al., (2020) using online media with the theory of Entman and Pan Z & Kosicki. The study's result proved that the news framing by the online media in the Riau Islands region, which has been verified by the pers council, has constructed the issue based on political fact by providing a flashback of each event before the Governor election of Riau Islands in 2020.

Syaefudin & Humardhiana (2020) **Coronavirus news coverage on TV One and Kompas TV.** They use Zhongdang Pan and Gerald M. Kosicki to find the 4 types such as syntactic, script, thematic, and rhetorical. It was found that differences in framing in news content broadcast by 2 private television stations in Indonesia, TV One and Kompas TV and has 8 in the form of visual images.

From the 20 research that have been reviewed and grouped according to the above topics, it can be concluded that what distinguishes research is the object of study and the theory used in each study. There are several groupings in framing research conducted by several national and international researchers with different theories such as politics, health, culture, science, visual image, social media and online newspapers and print. Research that is similar to this research is more in social media and newspaper groups besides having the same Robert Entman (1993) theory

there are also studies and objects that are similar to research from I Gusti Lanang Agung Kharisma Wibisono (2020) which discusses the topic of COVID-19 but in different media and Herwinawawi (2020) who both analyze framing and government objects using the same theory but with different media. No one has researched exactly like the research I did through the media of Instagram and the Object of Indonesian President Joko Widodo regarding Covid-19 in May-June 2020.

2.2   Conceptual Framework

This research begins with an understanding of the concept of discourse analysis theory. This is the initial input to analyze from the perspective of Joko Widodo's Instagram caption reduction process using Framing Analysis, which is part of the Discourse Analysis method. By choosing the method used by Robert N Entman which has 4 types of Framing Analysis are:

1. Defining Problematic effect, this type explains about "What is the definition of the problem in the caption made by Joko Widodo on his Instagram."

2. Identifying Causes "What caused the problem to occur"

3. the third is Conveying Moral Judgment "The moral value shown in the Instagram caption Joko Widodo "

4. Endorsing Remedy" What are the results or solutions made to overcome the problem ". All captions were analyzed based on these four types.

An explanation of how this research was conducted is presented in the following chapters with a conceptual framework:
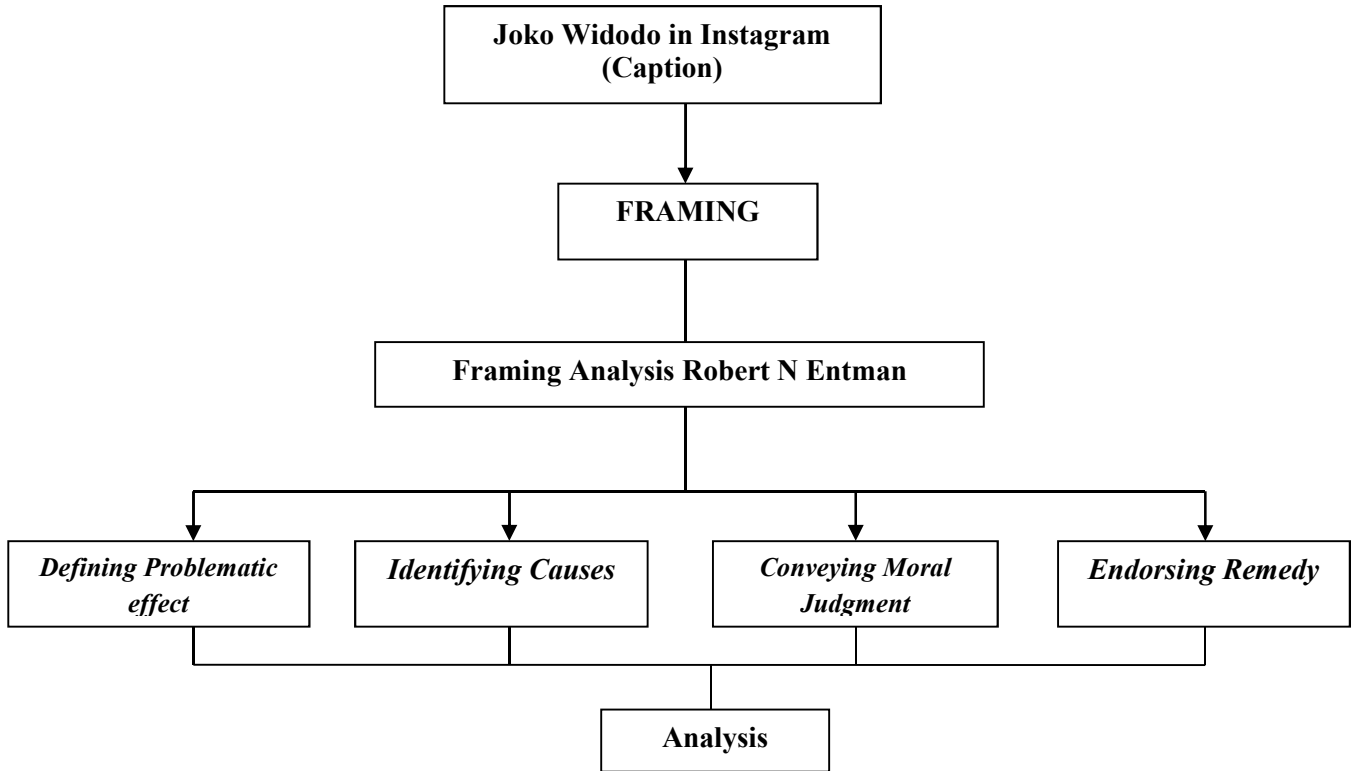
```
        ┌─────────────────────────────┐
        │  Joko Widodo in Instagram   │
        │         (Caption)           │
        └─────────────────────────────┘
                      │
                      ▼
              ┌───────────────┐
              │   FRAMING     │
              └───────────────┘
                      │
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        ┌─────────────────────────────────┐
        │ Framing Analysis Robert N Entman │
        └─────────────────────────────────┘
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| *Defining Problematic effect* | *Identifying Causes* | *Conveying Moral Judgment* | *Endorsing Remedy* |

Analysis

Figure 2.1 Conceptual framework Robert Entman's Framing Analysis model on Joko Widodo in Instagram

CHAPTER III

RESEARCH METHOD

3.1   Research Design

This research uses a descriptive qualitative research method. Qualitative analysis is so named because the results aren't achieved by mathematical research methods or some such form of numerical arithmetic. Qualitative frame analysis is used as the testing tool. This is explained by Taylor et al. (2016: 7) qualitative approaches generate informative data in the form of words and measurable human actions, both written and unwritten, as research procedures. The aim of qualitative framing research as described by Ikhsan (2020) is to analyze online media content using a theoretical approach. According to John W (2013), the qualitative approach method is to gather data specifically using collection methods in order to investigate a certain phenomena case known as a special and fascinating bound structure or from many cases (multiple bounded system). For the descriptive analysis method, precise data is required.

3.2   Data Resource

The data source in this research is a document from captions of instagram use Framing analysis by Robert Entman. This data is taken from Joko Widodo's instagram account, which are 55 samples to choose from Joko Widodo's instagram uploaded post in May-June 2020 during pandemic Covid-19.

3.3   Techniques of data collection

Data collection was obtained by selecting the Instagram caption uploaded by Joko Widodo's Instagram Team about Covid-19 during the May-June 2020 period using qualitative methods. The data was collected and rewritten according to the original data which was used as data to be analyzed. The researcher then classifies the data based on the Robert N. Entman model by dividing it into four categories; Defining Problematic Effects, Identifying Causes, Conveying Moral Judgment, and Endorsing Remedy. When researcher examine this classification carefully, researcher saw that some methods such as ethnography, basic theory, phenomenology and case studies have stabilized over time. John W (2013) has explored various approaches to narrative, such as automatic ethnography, biographies and biographies. This classification is based on the characteristics or quality of the data. Data can be categorized based on profession, religion, population intelligence standards and so on.

3.4   Techniques of data analysis

The steps for analyzing the data are described in the explanation of the first and second steps including the analysis table below. The purpose of this research is to find out how the expressions put forth by Joko Widodo in the Instagram captions processed by his team. The discourse is analyzed in the Framing Qualitative method.

First step, the researcher was entered Instagram and look for Joko Widodo's Instagram account, which had a verified account. After finding out, the researchers focused on seeing Joko Widodo's posts related to the Covid-19 pandemic which were uploaded to his Instagram in May-June 2020. 220 data about Covid-19 in May-June were collects then the captions were copied and pasted then was collected into data.

For the next step, all data that has been collected was analyzed or written in table form which contains the type of analysis from Robert Entman. The analysis focuses on events, Actors and Issues. In the Defining Problematic effect, the researcher analyzes the captions that have been collected based on the first date posted in May-June 2020. In this type the researcher selects what problems occur by focusing on events or events carried out by Joko Widodo in posts. Then enter the second type of Identifying Causes or look for the cause of the problem. The next type examines Joko Widodo's posts which show moral values.

Then go to Endorsing Remedy researching what the results of a problem are. Get into the focus of the actor where this actor explains who the person being talked about in the problem then analyzed based on the theory of analysis as well by looking at what caused the problem of the actor so that Joko Widodo made the post, what moral values were said by Joko Widodo himself, and what solutions to the problems were done or said by Joko Widodo in that post. Then enter the focus issue or look specifically at the problem contained. In the Defining Problematic Effect, the analysis is the result of the problem (Endorsing Remedy) on the actor. Then go into the causes of the issue, moral values and the solutions or results suggested in the issue. The analysis is taken and sorted based on the date and month uploaded based on the type of framing analysis according to Robert Entman (1993).

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After the analysis, the results of the analysis conclude which of the 4 types of Robert Entman's Framing analysis and focus frames have been taken and analyzed from Joko Widodo's Instagram caption data on Instagram about Covid-19 May-June 2020.