

**MEDIA AND THE CONSTRUCTION OF REALITY
HOW "SAVORY" ARE LOBSTER SEEDS AS AN EVENT FOR CORRUPTION
(FRAMING ANALYSIS STUDY OF TRANS7 AFTERNOON EDITORIAL NEWS)**

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Abstract

The arrest of Minister Edhy Prabowo occurred in the early hours of Wednesday 25 November 2020 at Soekarno-Hatta Airport by the KPK. This attracted the attention of online media including the Trans7 Afternoon Editorial Board. The research problem studied is how Trans7 constructs the reality of Edhy Prabowo's arrest at Soekarno-Hatta Airport and the frames that appear in its reporting. Knowing the construction of Trans7 is important because it is a powerful media that has editorial autonomy. The research uses qualitative methods through Pan & Kosicky's framing analysis model. The results show that Trans7 sees Edhy Prabowo as an OTT suspect by the KPK. The news structure studied is the framing element; schematic, script, thematic and rhetorical. Schematic; Trans7 linked the suspect to the alleged bribery case with foreign parties (San Francisco). The main source of the news is the Corruption Eradication Commission (KPK). The background information that emerged was an alleged bribery case that occurred overseas (San Francisco). Script; Trans7 positions the information covered as complementary and completely conveyed. Thematic; Trans7 believes that the suspect is connected to a local network, Edhy is suspected of being involved. Rhetorically; Trans7 provides apposition and text emphasis on graphic elements.

Keywords: Lobster, Viral Minister, Framing, Corruption, Baby Lobster, Trans7 Television.

INTRODUCTION

The construction of reality in principle is telling, conceptualizing events, circumstances, objects. Every social actor plays a role in this reality construction process, including online media. In the media, the construction of reality is usually

synonymous with the term framing. Framing is an inherent part of online media reporting practices. Moreover, if the object of the news or the event that occurs is a polemic/controversial issue, it becomes an arena for clashes of ideas/ideologies and vested interests of certain groups.

One of the events that received media attention was the case of the arrest of the Minister of Maritime Affairs and Fisheries, Edhy Prabowo, which occurred on November 25 2020 at Soekarno-Hatta Airport by the KPK. Trans7 Editorial is an online media that is serious about reporting news related to this incident. The arrest of Edhy Prabowo really shocked the public because the subject of the suspect was a Minister. Trans7's enormous attention can be seen in the placement of this issue in every trending topic. This news lasted for 5 days (25 November-29 November 2020).

So the topic of Minister Edhy Prabowo's bribery case shows his great attention to this issue so that this case is emphasized (emphasized). In fact, at the same time several national and even international scale events related to the interests of the nation and state escape attention (de-emphasize). The event in question is; 1) HRZ's return to Indonesia, 2) Corona numbers continue to increase, 3) Summons of Governor Anies Baswedan at Bareskrim Polda Metro Jaya regarding the issued crowd permits.

Because there are so many realities, the media has to carry out a filtering process, which ones will be shown and which ones will not. According to the constructivist view, news in online media is the result of social construction which always involves the views, ideology and values of journalists and the media themselves. How reality is made into news really depends on how the facts are understood and interpreted. (Eriyanto 2002, 26). Media crew can limit and interpret comments from news sources and provide different reporting portions from one source to another, as well as package news discourse with the perspective, language style, rhetoric and common sense they desire. News that appears in the media is one variation of conveying reality to the public. The news that occurs is not objective reality but subjective reality which then appears in online media after going through a construction process (subjectively-constructed reality).

This background raises the (first) question of how Trans7 constructs reality. Minister Edhy's OTT case (second) what are the frames in the news? The aim of this research is to find out how Trans7 describes the OTT case at Soekarno-Hatta Airport through its framing. The reasons for choosing Trans7 are as follows; First, Trans7 intensively reported on the OTT case as revealed in the background above. Both Trans7s have editorial independence or autonomy. The three Trans7 and their network (Trans Corp) have a wide distribution, especially in urban and even rural areas, and are straightforward in conveying their ideas. Analyzing news in general can be done using online media analysis (including framing analysis) and critical discourse. This research will use framing analysis which is included in the constructivism paradigm. If viewed using the theoretical paradigms introduced by Littlejohn, constructivism is classified as

an Interpretative Genre. This genre explains where understanding occurs and makes a clear distinction between understanding and scientific explanation. The goal of interpretation is not to discover the laws that govern events, but to reveal the ways in which people understand their own experiences. Interpretive theories emphasize language as central to experience, believing language creates the world. (Rahardjo 2009)

The idea of framing was first put forward by Beterson (1955-1972) in Reese 2001, 37. Initially, frames were interpreted as conceptual structures or sets of beliefs that organized political views, policies and discourse and provided standard categories for appreciating reality. Framing analysis is a tradition in the realm of communication studies that emphasizes a multidisciplinary approach in analyzing communication discourse. In practice, framing analysis involves sociological, political and cultural concepts to analyze communication phenomena, so that a phenomenon can be truly understood and appreciated based on the sociological, political or cultural context that surrounds it. The concept of frame or framing does not originate purely from communication science, but from cognitive science (psychology). It is an empirical research method and media content analysis technique that enables media efforts to define social reality.

For the reasons above, it is natural that there are many different definitions regarding the science of framing. Charlotte (Charlotte 1991, 53) explains that framing is a struggle over framing in determining which daily events are considered important. Today the media is an important arena for this struggle, and social movements are increasingly focusing on the media because of its influential role in providing the importance of the problems facing the public. But getting attention in itself is not something that social movements want, the real battle is whose interpretation, whose framing of reality is being put forward. Todd Gitlin (in Kendall 2011, 9) explains that framing is the principles of selection, emphasis and delivery which are combined with a little theory about what is, what is happening and what is meaningful. According to him, framing is a strategy for how reality/the world is shaped and simplified in such a way as to be presented to the reading public. Events are presented in the news so that they stand out and attract the attention of the reading public. This is done by selection, repetition, emphasis and presentation of certain aspects of reality. David E. Snow and Robert Benford say that framing is the provision of meaning to interpret relevant events and conditions. Frames organize belief systems and are manifested in certain keywords, clauses, certain images of information sources, and certain sentences. Amy Bider said that framing is an interpretation scheme used by individuals to place, interpret, identify and label events directly or indirectly. Frames organize complex things into forms and patterns that are easy to understand and help individuals understand the meaning of events. Meanwhile, Zhongdang Pan and Gerald M. Kosicki said that framing is a construction strategy for processing news. Cognitive devices used in coding

information, interpreting events, are connected to events, routines and conventions for forming news (Eriyanto 2002, 68). William A. Gamson said that framing is a way of telling a story or a group of ideas that are organized in such a way and present the construction of the meaning of events related to the object of a discourse. The way of telling a story is formed in a package. Packaging is a kind of scheme or structure of understanding that individuals use to construct the meaning of the messages conveyed, as well as to interpret the meaning of the messages they receive (Eriyanto 2002, 67). Meanwhile, according to G. J. Aditjondro, framing is a method of presenting reality in which the truth about an event is not totally denied, but is subtly distorted, by highlighting only certain aspects, by using terms that have certain connotations, and with the help of photos, caricatures and other illustration tools. Aditjondro (Siahaan 2001, 9-100) further explained that the framing process is an inseparable part of the editing process which involves all workers in the media and print editorial departments. The reporter in the field determines who he interviews. The editor, with or without consultation with the managing editor, determines whether the reporter's report will be published or not and determine what title to give. The layout officer, with or without consulting the editors, determines whether the news text needs to be accentuated with photos, caricatures or even which illustrations are chosen. In fact, Aditjondro said, the framing process does not only involve press workers, but also the disputing parties in certain cases, each of whom tries to display the sides of the information they want to highlight (while hiding other sides), while accentuating its validity. his views by spurring on the reader's knowledge, ignorance and feelings.

The framing process makes mass media an arena where information about certain issues is contested in a symbolic war between various parties who both want their views to be supported by readers. Thus, framing is the selection and emphasis of aspects of reality through several methods such as placement (contextualization), repetition, association with cultural symbols, generalization, simplification and so on. The aim is to make certain aspects of the reality being discussed more visible, meaningful and memorable for the audience. The explanation above is in line with what Robert M. Entman said. He says that framing is selecting some aspect of perceived reality and making it more prominent in a communication text in a way that promotes the definition of a particular problem, causal interpretation, moral evaluation, and/or treatment recommendation for the item depicted (Entman 1993, 52). So Entman sees framing in two big dimensions, namely issue selection and emphasis or highlighting aspects of reality. The word salience needs to be defined as making information more noticeable, meaningful and memorable/easy to remember. An increase in prominence increases the probability that the recipient receives the information, understands it carefully and then processes it and stores it in memory (Entman 1993,55).

Reality that is presented prominently or conspicuously certainly has a great opportunity to be noticed and influence the audience in understanding reality.

Therefore, in practice, framing is carried out by the media by selecting certain issues and ignoring other issues. Highlighting aspects of the issue is carried out using various discourse strategies such as prominent placement (placing the headline news, front page or back page), repetition, use of graphics to support and strengthen prominence, use of labels when describing certain events. The emphasis made by the media on certain news is not considered or interpreted as a normal thing but ideologically as a discourse strategy, namely an effort to present the public with certain views so that their views are more accepted.

Frames can be detected through extracting specific words and images that consistently appear in a narrative and convey thematic consonant meanings that span across media and time. By defining, repeating words and images, the words and visual images that refer to several issues are strengthened. Frames work to make some ideas more prominent in the text, or at least others less prominent, so that they are not visible at all. However, frames do not eliminate all inconsistent information, so the text can inevitably contain some odd data. But through repetition, placement and strengthening associations with each other, words or images that build make a basic interpretation more visible, comprehensible and memorable than others (Fauzi 2007, 26).

Framing analysis is used to dissect media methods or ideologies when constructing facts. Framing analysis looks at the ways in which the media selects the prominence of facts in the news to make it more meaningful, meaningful or memorable to guide the audience's interpretation according to the media's perspective. In other words, framing is an approach to find out what perspective or point of view is used by journalists when selecting issues, writing news and online media. This point of view or perspective ultimately determines what facts are taken, which parts are highlighted and omitted and where the news will go (Fauzi 2003, 23). Pan & Kosicki (1993: 56-57) state that framing can be studied as a strategy for processing and constructing news discourse or as a characteristic of the discourse itself. The framing process is closely related to professional journalistic routines and conventions. The framing process cannot be separated from the strategy of processing and presenting information in media presentations. In other words, the framing process is an integral part of the mass media editorial process. The dominance of a frame in news discourse is however related to the news production process which involves elements such as reporters, editors, etc. Framing analysis does not see media presentations as value-free. There will always be factors that influence it. As stated by (Pan & Kosicki 1993, 58).

RESEARCH METHOD

This research was conducted from 25 November 2020 to 29 November 2020. The material used was the main news trending topics on Trans7 in the period 25-29 November 2020. The reason for choosing this media is because this media is on a national scale and pays great attention to problems that arise. scrutinized. The nature

of this research is descriptive qualitative, namely trying to describe and explain Trans7's framing of the arrest of Minister Edhy Prabowo which occurred on November 25 2020 at Soekarno-Hatta Airport, Tangerang City. The paradigm used in this research is the constructivism paradigm. This paradigm was chosen because it is related to the data analysis method used, framing. Judging from the scientific axioms developed in ontology, epistemology and methodology. This paradigm is frontally opposed to the positivism paradigm. The ontological assumption (existence of reality) of the constructivist paradigm is relative. The social reality of a problem under study is an "artificial social reality" which has a fairly high element of relativity. The epistemological assumptions (the relationship between the researcher and the object under study) in this approach are subjective-transactional. This means that understanding or finding a reality contained in text/online media is the result of the researcher's subjective reasoning. The methodological assumptions (how to gain knowledge) in this perspective are "dialectical reflective". Axiological assumptions are a paradigm that views researchers as facilitators who bridge the diverse subjectivities of social actors. In this case, the values, ethics, morals and other choices of researchers are a series that cannot be separated from the research process.

The purpose of media is the articulation of meaning conveyed through the language it uses. This is where we must suspect and anticipate that the news we receive contains ideological content. As Gunther Kress said, words represent the categorization of the world from a certain point of view. These words exist in a system organized by, and represent an ideological system. Thus, words like "freedom fighter" or terrorist were not born in a vacuum (Kress 1984, 130). The question arises: do all the news presented contain frames? Neuman divided news articles into sections containing "frames" and sections containing "facts". The distinction between core elements and elements that carry effective frame elements is applied in the operationalization of news frames in most studies on framing (De Vreese 2012). In researching or analyzing online media frames, the framing elements above become the unit of attention of the researcher or analysis. In essence, the frame must meet four criteria.

First, the news frame must have identifiable conceptual and linguistic characteristics. Second, in general it must be observable in journalistic activities. Third, you must be able to differentiate correctly between frames in one media and frames in other media. Fourth, the frame must have representational validity (recognized by other people) and not just be the researcher's imaginary trajectory.

RESULT AND DISCUSSION

Moving on from the constructivist approach, the author wants to make the results of the appearance of various events in the news the result of reconstruction and interpretation carried out by the media crew, so to see the Trans7 frame regarding the discourse on the arrest of Minister Edhy Prabowo in Tangerang, the researcher uses the

Zhongdang Pan & Gelard framing analysis model M. Kosicki formulated in syntactic structure, script structure, thematic structure and rhetorical structure. There are four structural dimensions that are analyzed in the Pan & Kosicki framing analysis model approach. The four dimensions are as follows.

Syntactic structure; namely how journalists arrange facts or events in the form of statements, opinions, quotes, observations of events, in the form of a general structure of news. The framing device is a news scheme and the units observed are headlines, leads, background information, source quotes, online media statements and closing. Syntactic structure can provide useful clues about how journalists interpret events and where they want to direct the news.

Script structure, namely how journalists tell facts. This structure looks at the storytelling or speaking strategies used by journalists in packaging events in the form of news. The framing device is news completeness and the unit observed is 5W+1H. Thematic structure, namely how journalists write facts or how journalists express their views on an event into propositions, sentences or relationships between sentences that form the text as a whole. The framing device of this thematic structure is actually to see how the facts are written, how sentences are used, how to place and write sources in the overall news text. In writing news, a journalist has a certain theme or event. This theme will be proven by certain arrangements or sentences.

The thematic structure can be in the form of a conclusion (Headline) and main content (episodes, background information and quotes). Identifying sub-themes and epic support can be done through episodes, background information and quotes in the form of very complex news articles.

Rhetorical structure is how journalists emphasize facts. The framing devices used are lectionaries (the whole of a language), graphics, metaphors, presuppositions with word analysis units, idioms, photographs and graphics. Lexion elements indicate the choice of words in a particular sentence. Loading images, photos, photo angles, graphics, colors, the size of the photo, the size of the writing can show things that the journalist wants to highlight or disguise. Apart from that, the use of fantastic language styles and metaphors or figurative words will also show the emphasis placed by journalists.

CONCLUSION

In the time span of 25-29 November 2020, there were trending Trans7 news topics whose news substance was directly related to the case of Edhy Prabowo's arrest at Soekarno-Hatta Airport, Tangerang, including: Ex-Minister Susi has reminded us to continue protecting Indonesia's marine resources, a number of luxury items purchased as a result of bribes related to baby Lobster. In this discussion, I will use 2 news topics as the main discussion. The news was "Ex-Minister Susi has reminded us to maintain Indonesia's marine wealth", "a number of luxury goods purchased as a result of bribes

related to baby lobsters". From these two pieces of news, a construction can be found which can be described as follows:

1. News entitled "Ex-Minister Susi has reminded us to continue protecting Indonesia's marine resources, one of which is lobster seeds (26 November 2020) ;

On November 26 2020, Trans7 broadcast on online media that Ex-Minister Susi had reminded her to continue protecting Indonesia's marine resources. Judging from its syntactic structure, through a schematic framing device, Trans7 prioritizes sources from the Corruption Eradication Commission (KPK). This can be seen from the news headline which states the case is a corruption case. The mention that this case is a corruption case is a statement from the Corruption Eradication Commission (KPK). This means that in this issue, Trans7 sides with the KPK's version of the source. The statement regarding the case can be seen from online media broadcasts as follows:

Ex-Minister Puji's statement is as follows; "I want to bring the public to understand why the Minister made PERMEN (Ministerial Regulation) no. 56, where this PERMEN (Ministerial Regulation) prohibits lobsters under 200 grams from being caught and taken for sale, because we want to ensure that there are still lots of lobsters and that we can harvest more of them when their value is high, namely after the size of 200 grams and above, in Indonesia we do not allow these fry to be taken who do not understand the sustainability of the lives of fishermen, in the past Indonesia exported tens of thousands of tons, now it is not up to 1000 tons of lobster, because of what, millions of lobster seeds are now caught everywhere , the people who take the fried lobster sell it for Rp. 10,000 or Rp. 30,000 which Rp. 30,000 is pearls, the traders or collectors say they sell it for Rp. 100,000 but in Vietnam the selling price is IDR 150,000, whereas for lobsters weighing 8 ounces and above it can be IDR. 4,000,000. During celebrations (Christmas or Chinese New Year) it can even be more than IDR. 5,000,000. So it's not just the government that suffers losses, these fishermen suffer losses because the fry are supposed to become big lobsters and they don't even feed them when they are raised, in the end one day Indonesia will lose lobsters because all the seeds are taken, so the government prohibits this in order to protect fisheries resources in Lobster seed matters to continue to exist, because their value is extraordinary. Imagine that in just one year the circulation of money could be hundreds of billions. Please, I urge the people who still take fry, the civil servants and civil servants who help collect fry and protect the shipment of fry to Vietnam to be aware of the future of Indonesian fishermen, so once again please stop taking fry for the future of our grandchildren. Don't let lobsters disappear from Indonesian seas. As has happened with the sidak and several other species. Protect, care for and love because the sea is our future, Lobster is a source of income for the Indonesian fishing community. Said Mrs. Susi.

2. A number of items purchased were related to the proceeds from baby Lobster bribes;

On November 27, Trans7 published a fact entitled "A number of items purchased were related to bribes from baby lobsters. "A number of luxury items purchased included Rolex watches, Tumi, LV brand bags and a number of other valuable items."

The relationship between the two pieces of news is coherent, cohesive, explains each other, mutually reinforces one piece of news with another piece of news. One news item elaborates and sharpens the previous news story. The reporting pattern is similar to an inverted pyramid.

The following is a description of Trans7's reporting framing regarding the arrest of Minister Edhy Prabowo at Soekarno-Hatta Airport in accordance with the framing model introduced by Pan & Kosicki.

The framing found in the research above reflects the ideology behind the Trans7 editorial team. Exploring media ideology, there are many choices of paradigms or perspectives that can be used as a basis or point of view. The perspectives in question are the economic-political-liberal perspective, economic-political-critical perspective, and the instrumentalist view or perspective.

1. Syntax

It is a journalist's way of arranging facts or events in the form of statements, opinions, quotes, observations of events in the form of a general structure of news. The framing device is a news scheme and the unit observed is the Trans7 news headline.

Theoretically, headlines have a strong framing function because they are used to lead audience opinion in a certain direction as well as showing the center of attention of an online media. From the news platform (lead), it can be seen that the news angle (angel) used by journalists and the editorial board is from the government side, which in this case is represented by the Corruption Eradication Commission (KPK).

2. Script

From the structure of the script, it can be seen how the journalist tells the facts and what delivery strategies the journalist uses to package events.

3. Thematic

There are three themes in the entire Trans7 news text, namely that the suspect in the bribery case comes from the Indonesian Government Cabinet. This appears to be strong in other news, giving rise to information that is cornering and incriminating Edhy Prabowo, that Edhy Prabowo is indeed guilty. This is what was then called by the Corruption Eradication Commission (KPK) along with evidence of a number of luxury items displayed by the Corruption Eradication Commission (KPK). Comments that support Trans7's more dominant reporting framing are shown in detail. Appearance is certainly related to information control. Audiences will be convinced of news when they get lots of facts presented.

4. Rhetorical

From the rhetorical structure, it can be seen how journalists emphasize facts. From the news displayed, Trans7. Apart from that, Trans7 provides additional information (apositive) regarding the figures supported. For example, in the closing section, by positioning it as a news cover. Another method used in Trans7 reporting from a rhetorical perspective is by stating the facts in detail and by mentioning the attributes of the source of information quoted, this becomes symbolic capital to give the news weight and persuasive influence for the audience and the general public.

CONCLUSION

In this analysis, it can be concluded that based on Trans7's construction, the case of Minister Edhy Prabowo's arrest at Soekarno-Hatta Airport is purely a corruption bribery case. The reporting carried out by Trans7 builds its framing using schematic, script, thematic and rhetorical elements. Trans7 puts forward sources from the Corruption Eradication Commission (KPK) as its point of view to look at this problem. This can be seen from the news. The headline title is also a reflection of the source. From the script elements or completeness of the news, Trans7 focuses more on explaining the reactions and actions of the Corruption Eradication Commission (KPK), telling and revealing facts about the series of events. The theme developed by Trans7 is to become a common thread in the world of the Indonesian Cabinet Government. This phenomenon is the first time in the history of the founding of the Indonesian State, a Minister was caught by the Corruption Institution created by our State, namely the Corruption Eradication Commission. It's sad, but that's a fact that must be accepted by all Indonesian society, nation and state.

Apart from the factors of KKN (Corruption-Collusion-Nepotism) and gratification, the majority of us as Indonesian people still have an "instantaneous" mentality, which indicates that we really need a mental revolution, which of course requires a long-term mental revolution which is definitely homework (homework). we are together as citizens of the Republic of Indonesia with sovereignty and dignity. It is also common knowledge that KKN and gratification (illegal levies) have "seeped" into the flesh and blood (rooted) for a long time, I mean directly or indirectly this "tradition" has been passed down from generation to generation since the Dutch colonial era. Yupph!! There's no doubt that we really need a Mental Revolution, IMMEDIATELY!!

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