

Framing Analysis of Increasing Fuel Prices News on cnnindonesia.com

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Abstract

This research discusses the framing of issues carried out by the online media cnnindonesia.com in reporting on the increase in fuel prices officially announced by President Joko Widodo. The aim of this research is to analyze the issue framing strategy used by cnnindonesia.com in packaging news about fuel price increases. This type of research is qualitative research using media text analysis techniques in the form of Robert N. Entman's framing model analysis of 18 news stories released by cnnindonesia.com on Saturday 3 September 2022. The results of the research show that the issue framing strategy used by cnnindonesia.com is in its reporting. provides a definition of the problem as a global economic problem and has an impact on social problems. An increase in the APBN is the cause of problems and places the government as an actor or source of problems. The moral decision was framed from the president's statement that it was difficult to make a decision regarding the increase in fuel prices and constructed the repressive actions of members of the National Police against demonstrators. Presenting a solution to the problem by framing a political narrative battle between the government and the opposition and explaining that the National Police Chief must be responsible for the repressive actions carried out by the police against students and workers in the action against the increase in fuel prices in all regions.

Keywords: *Framing Analysis; Issue Construction; Online Media.*

INTRODUCTION

Today's society needs the role of communication as a means of disseminating news and of course requires a communication media, one of the reliable communication media is online media. This is because online media has a relatively good ability to deliver and spread messages to different masses in various widely spread places. Not only conventional media, online media also plays an important role and is fully responsible for reporting products regarding issues that are considered sensitive by certain groups, where news about the increase in fuel prices by online media is used as framing or the media's perspective in selecting issues and writing. News that may contain facts that are highlighted or facts that are omitted is then conveyed to readers and viewers from a media.

Indonesia has a long history of fuel price policies. As a country that was once an oil exporter, fuel subsidy policies have long been part of the government's economic and political strategy. However, as time goes by, the burden of fuel subsidies increasingly burdens the state budget, prompting the government to adjust prices. Every time there is an increase in fuel prices, this always becomes a very sensitive issue and often triggers social unrest.

A major event that is related to the lives of many people and causes polemics in society will usually be of interest to the mass media to report on and give rise to discourse in the mass media. This discourse is how the media reports on a case or event such as an increase in fuel prices. Each media in its reporting displays the same issue, for example about the increase in fuel prices, but packages the issue with different views or sides based on the editorial interests of each media.

The increase in fuel prices is an issue that always receives great attention in Indonesia. As a country with high levels of energy consumption and significant dependence on fuel oil, changes in fuel prices have a direct impact on people's costs of living and inflation. The government often takes policies to increase fuel prices for various reasons, such as adjusting prices to international markets, reducing energy subsidies, and allocating funds to other, more productive sectors. However, the increase in fuel prices has never been free from controversy. Various groups of society often give different responses, ranging from support for government steps that are considered necessary for long-term economic stability, to strong rejection from groups who feel this policy is burdensome, especially for the lower middle class. Protests and demonstrations often occur as a form of dissatisfaction with this policy.

In relation to reporting, the audience, in this case society as an objective reality, also implies the involvement of legitimacy. Legitimacy is the second level of objectivation of meaning, and is knowledge that has a cognitive and normative dimension because it not only involves explanations but also values. Legitimacy functions to make institutionalized objectivation subjectively reasonable (Sulaiman, 2016:20). In this context, mass media plays a very important role in shaping public perception. The media functions not only as a conveyor of information, but also as a shaper of opinion. One theory that is relevant to understanding how the media frames issues is framing theory. Framing is a process in which the media selects certain aspects of reality and highlights them in the news to shape the audience's perspective. Through framing, the media can direct public attention to certain issues, forming interpretations and assessments of these issues.

One of the well-known online media platforms in Indonesia is *cnnindonesia.com*, as one of the largest and most influential online news portals in Indonesia, *cnnindonesia.com* has a

great ability to influence public perceptions of national issues. How *cnnindonesia.com* framing the news about rising fuel prices is important to study, because the framing they use can reflect their editorial attitude and at the same time influence public opinion.

As done *cnnindonesia.com* when the government officially announced the increase in pertalite fuel oil and diesel fuel on Saturday 03 September 2022. The price of pertalite fuel oil was from IDR. 7,650,- increases to Rp. 10,000,- and diesel type from Rp. 5,150,- increased to Rp. 6,800,-. *cnnindonesia.com* reported it 18 times in the same day, thus indicating that *cnnindonesia.com* give more attention to the issue through reporting. In news packaging *cnnindonesia.com* constructing the increase in fuel prices by framing the news, for example according to *cnnindonesia.com* The increase in fuel prices is related to an increase in subsidies from the APBN.

The influence of the media in reporting can be seen, for example, in two different media, namely *Kompas.com* and *Tempo.co*. Both use different framings of the same issue, namely the increase in fuel prices. *Kompas.com* has a positive tone regarding the issue of the temporary increase in fuel prices *Tempo.co* negative tone framing results were found (Suprayitno, 2022:153). Through reporting, it will be seen how the media can shape public opinion and influence the way people view government policies. Understanding framing is important for readers to be able to evaluate news critically and get a more comprehensive picture of an event. This narrative illustrates how two media with different views can report the same event differently, influencing public perception and opinion.

The news about the public's rejection of the increase in subsidized fuel prices is the result of journalists' reconstruction. Two online media, *Kompas.com* and *Tempo.co* which are equally neutral or balanced. All news from *Kompas.com* and *Tempo.co* both contain statements and opinions from sources regarding the rejection of the increase in subsidized fuel prices (Prasetyo, 2023). Media reporting construction refers to the way mass media select, organize and present information to the public. It involves various processes and decisions that influence how events or issues are conveyed and understood by audiences.

That's how it is *cnnindonesia.com* is one of the online media under PT. Trans Media Corpora intensively reported on the increase in fuel prices uploaded to the portal *cnnindonesia.com*. It is one of the large online media so it is not impossible *cnnindonesia.com* can influence readers towards the news presented. Considering the important role of the media in forming public opinion, this research was carried out with the aim of analyzing the issue

framing strategies used *cnnindonesia.com* in packaging news about the increase in fuel prices. It is hoped that it can reveal certain patterns in media reporting, as well as provide a deeper understanding of how the media influences people's opinions and attitudes towards important issues in Indonesia. Provides insight for media practitioners and academics regarding the importance of framing in journalism and mass communication.

RESEARCH METHODS

This research uses qualitative methodology, which is interpretive in nature. According to Hendraarti, the interpretive paradigm views social science as systematic analysis through direct observation of social actors in order to understand and interpret how social actors create and maintain their social world (Hendrarti, 2010:4). Because framing analysis attempts to dismantle media ideology, interpreting the meaning of a text by explaining how the media frames the issue. According to Kriyantono, qualitative research aims to explain phenomena in as much depth as possible through collecting data in as much depth as possible (Kriyantono, 2021:55). Meanwhile, according to Moleong, it is research that uses a naturalistic approach to seek and find meaning or understanding of phenomena in a setting with a special context (Moleong, 2009:5). Data collection techniques are carried out through online news documentation on news portals *cnnindonesia.com* which is the primary data in this research. Next, a data analysis technique was carried out in the form of Robert N. Entman's framing model analysis of the 18 news releases *cnnindonesia.com* on Saturday 3 September 2022 from 13.32 WIB to 19.10 WIB.

RESULTS AND DISCUSSION

Mass media, including online news portals such as *cnnindonesia.com*, has a crucial role in conveying information and forming public opinion regarding the policy of increasing fuel prices. The way the media frames this issue can influence how society understands and responds to the policy. Media framing can include selecting a point of view (pro to the government, pro to the people, or neutral), selecting sources (government officials, economists, activists, or the general public), as well as emphasizing certain aspects (e.g. economic impact, public reaction, or policy considerations). All this can be seen in the method *cnnindonesia.com* constructing news about the increase in fuel prices.

Framing analysis as a method of analyzing media content is relatively new. It mainly developed thanks to the views of constructionists. It is a tradition in the realm of communication studies that emphasizes a multidisciplinary approach in analyzing written and oral messages

(Sobur, 2006:5). Severin and Tarkard put forward the priming process as the beginning of framing analysis. Priming is defined as a process in which the mass media focuses on some issues and not others, thereby changing the evaluation standards used by audiences to assess the social reality they face. The priming process confirms key patterns and terminology that highlighting and emphasizing have a causal relationship with the public's standard of assessment of certain issues (Severin and Tarkard, 2005:271).

Priming is done *cnnindonesia.com* can be seen in 18 different news headlines with the same issue, namely news about the increase in fuel prices that was released *cnnindonesia.com* on Saturday 3 September 2022 from 13.32 WIB to 19.10 WIB. Next, frame the issue in packaging news about the increase in fuel prices. In the case, the media not only reports news but also sets the agenda by determining which issues should be of primary concern to the public. If rising fuel prices become a major topic on a media platform, this will increase public awareness and attention and possibly encourage collective action such as protest or public discussions.

Define Problem

In the news, *cnnindonesia.com* provides a definition of the problem regarding government policy in increasing oil fuel prices which is seen as a global economic problem caused by the increase in world crude oil prices as a result of Russia's war with Ukraine. However, in the reporting, the framing was carried out by the media *cnnindonesia.com* revealed that even though fuel prices rose, energy subsidies would still increase to a maximum of Rp. 649 trillion. Besides that *cnnindonesia.com* considers that this incident is seen as a social problem because the increase in subsidized fuel prices will have a direct impact on society by soaring prices of basic commodities on the market.

Due to this problem, *cnnindonesia.com* framing that the increase in fuel prices has drawn rejection from various groups, including the wider community, students and workers, demonstrated through demonstrations, PBNU statements that consider subsidies to be wrongly targeted, as well as criticism coming from opposition parties, namely the Partai Keadilan Sejahtera (PKS) and Partai Demokrat is considered to be because the government does not listen to the public's input, the government is considered to prefer adding to the people's problems rather than fulfilling the constitutional mandate to improve the welfare of the people. The increase in fuel prices has broad implications for various aspects of people's lives, from

transportation costs to the prices of consumer goods. The way the media frames the issue can influence the public's understanding of the impact of the policy.

By Goffman, who assumes frames as pieces of behavior that guide individuals in reading reality (Sobur, 2006:161). In this case *cnnindonesia.com* brings the audience to a perception based on media interpretation. Framing analysis can reveal whether news reports tend to emphasize the short-term negative impacts or long-term benefits of this policy. The issue of increasing fuel prices has become an arena for political battles between the government and the opposition. Framing analysis can reveal how *cnnindonesia.com* presents the perspectives of various sides in this debate, and the tendency to favor certain narratives.

There are two arguments presented by *cnnindonesia.com* as media has the power to shape public perception about rising fuel prices. News that focuses on negative impacts, such as rising costs of living and decreasing purchasing power, can trigger anger and dissatisfaction among the public. On the other hand, if the media chooses to highlight the government's reason for increasing fuel prices, such as to reduce subsidies and encourage the use of renewable energy, public perception could be more positive or at least better understand the policy.

From the results of the news framing carried out *cnnindonesia.com* above, this is in accordance with the framing concept initiated by Robert N. Entman. Entman describes framing as the process of selecting and highlighting certain aspects of reality by the media. Framing can be seen as placing information in a specific context so that certain issues receive greater allocation than other issues. According to Entman, framing puts more emphasis on how communication texts are displayed and what is highlighted/considered important by the text creator. What this means is that a text will become more meaningful when it has been constructed using certain aspects of reality (Eriyanto, 2011:186).

When *cnnindonesia.com* Seeing this event as a global economic problem and having an impact on social problems, this is where *cnnindonesia.com* carries out the concept of media framing, which is basically news framing that reflects the media product as well as the product of the journalists when they have to identify and then convey information to the public. In other words, media framing is essentially a construction or definition by the media of reality or events that exist or occur in society. Media framing, therefore, can systematically influence how audiences understand events, or more broadly, reality.

Diagnose Causes

The cause of the problem or source of the problem in this incident is based on analysis carried out on 18 news stories from online media *cnnindonesia.com* in framing or constructing

the reality of the increase in fuel prices caused by an increase in the APBN so that the government diverts subsidies so that several types of fuel oil that have previously been subsidized experience adjustments. Apart from that, the actor who is considered to be the cause of the problem in the increase in fuel prices is the government, in this case President Joko Widodo who officially announced the increase in fuel prices accompanied by Minister of State Secretary Pratikno, Minister of Finance Sri Mulyani, Minister of Social Affairs Tri Rismaharini and Minister of Energy and Mineral Resources Arifin Tasrif.

From the results of the news construction carried out by *cnnindonesia.com*, This is in accordance with Berger's view. For Berger, reality is not formed scientifically, nor is it something revealed by God. But instead, it is shaped and constructed. With this kind of understanding, reality has multiple or plural faces. Each person can have a different construction of reality (Eriyanto, 2011:14-15). In the reporting construction carried out by *cnnindonesia.com* places the government, in this case the president and his ministers, as the parties who must be responsible for the APBN burden borne by the state which has an impact on the increase in fuel prices along with its impact on the wider community.

The constructionist approach has its own assessment of how the media, journalists and news are seen. Facts or events are the result of construction for constructionists, reality is created through construction, a certain point of view from journalists. Here there is no objective reality, because reality is created through a certain view. Reality can vary, depending on how the conception of reality is understood by journalists who have different views. Facts in the form of reality are not something that is given, but rather exist in our minds, who see these facts (Eriyanto, 2011:19). News is not a reflection of reality. It is only a construction of reality, news cannot possibly be a mirror and reflection of reality, because the news that is formed is a construction of reality. According to constructionists, news is the result of social construction which always involves the views, ideology and values of journalists or the media (Eriyanto, 2011:25).

On the other hand, for constructionist the audience has its own interpretation of the news, the audience is not seen as a passive subject. He is also an active subject in interpreting what he reads. The meaning of a text is not understood as a transmission (dissemination) from the news maker to the reader. It is more properly understood as a practice of signification. Therefore, each person can have different meaning of the same text (Eriyanto, 2011:35). In a very fast and competitive information era, online media such as *cnnindonesia.com* facing the challenge of presenting news quickly but remaining accurate and balanced. Framing analysis

can help identify the extent *cnnindonesia.com* able to maintain objectivity in reporting on complex and sensitive issues such as rising fuel prices.

Make Moral Judgement

cnnindonesia.com In making moral decisions, it is framed from President Joko Widodo's statement that it is difficult to make a decision regarding the increase in fuel oil because it concerns the lives of many people and increasing the price of subsidized fuel oil is the last option. *cnnindonesia.com* highlighting the government's dilemma in making this difficult decision. The report included a quote from a high-ranking government official explaining that the increase in fuel prices was a necessary step to maintain long-term economic stability and reduce the budget deficit. This media highlights how large fuel subsidies have burdened the state budget.

However, in different reports, *cnnindonesia.com* delegitimizes that rising fuel prices will be a burden on ordinary people and have a direct impact on society. In his report, *cnnindonesia.com* framing that the policies made by the government do not care about the suffering of the people, preferring to increase the people's problems rather than fulfilling the constitutional mandate to improve the welfare of the people.

The Entman Framing Model is a framing concept initiated by Robert N. Entman, used to describe the selection process and highlight certain aspects of reality by the media. Framing can be seen as placing information in a specific context so that certain issues receive greater allocation than other issues. According to Entman, framing puts more emphasis on how communication texts are displayed and what is highlighted or considered important by the text creator. What this means is that a text will become more meaningful when it has been constructed using certain aspects of reality. Entman sees framing in two major dimensions: issue selection and emphasis or highlighting certain aspects of reality or issues. Highlighting is the process of making information more meaningful, more interesting, meaningful, or more memorable for the audience (Eriyanto, 2011:186).

In different events, *cnnindonesia.com* constructing the repressive actions of members of the National Police against students and workers who held demonstrations in various regions against the increase in fuel prices. Considering that repressive actions when handling student and worker demonstrations marks a failure to realize the "Polri Presisi" jargon. Coverage of events involving two groups of students and police, which generally ended in violence, places journalists in the area of objectivity in reporting.

The obligation to always maintain high objectivity is the main obligation of a journalist (Kusumaningrat and Kusumaningrat, 2005:232). A journalist's objectivity is determined by his experience, wisdom, and by his determination to let go of his own emotions and ideas in carrying out his duties as a journalist. This, of course, is completely within his reach: his personal attitude remains under control, which is necessary in order to select the materials for the colored news he creates or to color the news he writes.

However, in reality, the delivery of news still contains the author's subjectivity. For ordinary people, the message of a news story will be judged for what it is. News will be seen as a sacred item full of objectivity. However, this is different from certain groups who really understand the movements of the press. They will evaluate the news more deeply, namely that every news story contains the ideology/background of a writer. A writer will of course include their ideas in the analysis of data obtained in the field.

Treatment Recommendation

In emphasizing completion, namely the final framing device of Robert N. Entman's model, *cnnindonesia.com* provide an explanation regarding the solution to the problem in the news about the increase in fuel prices, namely the solution to the problem offered by *cnnindonesia.com* through a statement from President Jokowi that the decision was taken carefully so as not to have a major impact on a spike in inflation, a decline in people's purchasing power and a slowdown in economic growth. Besides that *cnnindonesia.com* in emphasizing the completion of the selection of facts and explanations from BPH Migas regarding restrictions on vehicles with a capacity of 1.400 cc or 1.500 cc being prohibited from using subsidized pertalite fuel oil, as regulated in the revised Presidential Regulation Number 191 of 2014 concerning Supply, Distribution, and Retail Selling Price of Fuel.

By selecting issues, journalists can frame events by including or excluding issues depending on the point of view they want to convey. By making certain highlights, they can emphasize and make an event important and interesting for the public to know about. In Entman's conception, framing basically refers to providing definitions, explanations, evaluations and recommendations in a discourse to emphasize a certain frame of mind regarding the events being discussed. The journalist decides what to report, what to cover and what to leave out, what to highlight and what to hide from the public.

What this means is that framing is done to define the problem according to the journalist's views. Journalists can also choose what news they want to convey to the public.

this way, journalists can highlight certain events according to the point of view they want to convey (Eriyanto, 2011:188). Framing is an approach to find out what perspective or point of view is used by journalists when selecting issues and writing news, this point of view ultimately determines what facts are taken, then which parts are highlighted and omitted, and where the news will go (Nurhadi, 2015:91).

In his report, *cnnindonesia.com* emphasizing problem solving in the form of selecting facts and explanations from the government allocating social assistance funds worth IDR 27.17 trillion to reduce the impact of the increase in the price of pertalite and subsidized diesel on the community. *cnnindonesia.com* offers a solution to the problem by framing and looking at the statement from PBNU Deputy Secretary General Rahmat Hidayat who said that the policy of increasing fuel prices must use the right perspective. Namely, it must place the state and the people in the same position. Likewise, the framing is carried out by solving the problem offered through a statement from a member of Commission VII DPR RI from the PKS Mulyanto faction who will continue to monitor developments in the increase in fuel oil in society, and will consolidate further political steps.

On different occasions, *cnnindonesia.com* constructing repressive actions by members of the National Police against students who carried out demonstrations against the increase in fuel prices, in his report that the National Police Chief must be responsible for the actions taken by police officers against students and workers in demonstrations against the increase in fuel prices in all regions.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Reporting on the increase in fuel prices as carried out *cnnindonesia.com* in its reporting, it provides a definition of the problem regarding government policy in increasing fuel prices which is seen as a global economic problem and has a social impact. The cause of the problem or source of the problem is caused by an increase in the APBN so that the government shifts fuel subsidies so that several types of fuel oil that have previously been subsidized experience adjustments. Apart from that, the actor who is considered to be the cause of the problem in increasing fuel prices is the government. In making moral decisions, *cnnindonesia.com* framing from President Joko Widodo's statement that it is difficult to make a decision regarding the increase in fuel prices because it concerns the lives of many people and is the last option, apart from that *cnnindonesia.com* constructing repressive actions by members of the National Police against students and workers who held demonstrations against the increase in fuel prices. Presenting a solution to the problem by framing statements from PBNU, the

opposition parties, namely PKS and the Democratic Party, that the policy of increasing fuel prices must use the right perspective. Namely, it must place the state and the people in the same position. The legislature as representatives of the people must continue to monitor developments in the increase in fuel oil in the community, and the National Police Chief must be responsible for the repressive actions carried out by the police against students and workers in demonstrations against fuel oil in all regions.

Suggestion

By analyzing the news framing of the increase in fuel oil prices on *cnnindonesia.com*, It is hoped that this research will provide a deeper understanding of how these issues are presented to the public. The results of this analysis can contribute to a broader discussion about the role of the media in shaping public opinion and its implications for people's understanding of government policy. Thus, it is important for the media to maintain balance and objectivity in reporting on the issue of rising fuel prices. Accurate and balance information will help people to better understand the situation and take a rational attitude. The media also has a responsibility to avoid sensationalism which will only worsen the situation without providing constructive solutions.

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