



ONLINE MEDIA AND POLITICAL POWER

(PAN Party News Analysis on pedomanbengkulu.com)

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Abstract

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The 2019 election in Bengkulu city has ended, but it does not require that there may be aspects that need to be observed and studied scientifically, especially how the involvement of online media is to the popularity of a party, so this study seeks to analyze political news. Analysis of political news will focus on the aspect of emphasis on the whole news section by journalists and the completeness of the whole news through framing analysis of the Zhongdang Pan and Gerald M. Kosicki model. So that the formation of the political power in question can be observed in the results of an in-depth analysis of the strengths or weaknesses of the news management party about the Bengkulu City DPW PAN on Guidelinesbenngkulu.com; (1) Journalists put emphasis on the title, source credibility, photos and graphics, although the emphasis on photos and graphics is not too much. (2) completeness of the whole news; there are still many news sections that have not described the how section so that it seems shallow; there are some parts of the news paragraph that are not in accordance with the background information; all news does not include the location of the interview; the entire news section from the title, lead, content, to the closing of the news, is in accordance with the completeness of the overall news. All political news about the Bengkulu City DPW National Mandate Party is categorized as opinion news.



A. PRELIMINARY

Political socialization is a process of how to introduce a political system to a person, and how that person determines his responses and reactions to political phenomena. Through political socialization, individuals are expected to be willing and able to participate responsibly in political life (Maran, 2001). The political participation in question is the involvement of individuals at various levels in the political system. But the socialization and political participation depends on the political communication (Maran, 2001).

To face any future challenges, political parties must provide effective space for the smooth journey of a party or political actor in the future. In the context of democracy, political parties or other political actors must be able to read and follow the times and situations, in order to survive in the face of competition from political opponents. This competition is what makes them quick to innovate with the aim of imaging so that the position of a party or political actor will still exist and be able to attract the attention of every community in each region as a form of business through the media. In the context of the modern era, many of them see opportunities through online news to boost their popularity. With the advantages of comprehensive distribution, relatively low cost, easy to reach through the link system and various other advantages, it is not surprising that online media has become one of the choices of political organizations, political parties, and other political actors, coupled with the limited conditions during the current pandemic.

The above phenomena are aligned with political parties and political actors in the province of Bengkulu, especially in the city of Bengkulu, namely the National Mandate Party. The selection of the PAN party was filtered based on several factors, one of which was in the academic realm, this kind of study was not too prominent and not much, especially for the Bengkulu city area. In the practical aspect, the position of the PAN party is that it is close to the people of the city, because this has already happened. Then it was influenced by the figure of the Chairman of the DPW PAN Bengkulu province, Helmi Hasan, who was trusted by the Bengkulu people to be mayor for two periods, even close to several online media leaders in the city of Bengkulu. The high voice of the people of Bengkulu city to Helmi Hasan and the coupling system with online media or portals, also affected the PAN party itself. This is evidenced by a number of Bengkulu people who express concrete support for the PAN (pedomanbengkulu, 2019). With the influence of some of these supporters, the PAN party is very optimistic because



the 2019 election has ended in the city of Bengkulu. After the results of the recapitulation of the plenary session by the Bengkulu Provincial KPU were announced, it was proven that the Bengkulu City DPRD legislative election in the 2019 election was won by the PAN party with seven seats. (Bengkulu Today, 2021). This means that for the Bengkulu city area, the PAN party is able to compete well, outperforming other parties.

In academic scrutiny, of course, these achievements cannot be separated from the strategies that determine success in conducting political socialization or campaigns for actors and political parties. In the end, this strategy will become a power-former through the mediation of opinion by the media who have collaborated with political actors and political parties. This statement is one of the author's bases to look in depth at how political power can be formed through online media.

B. RESEARCH METHODS

This research is a qualitative content analysis, also known as Ethnographic Content Analysis (ECA), which focuses its researchers on the content of explicit (visible or manifest) communication (Kriyantono, 2006). Basically, qualitative content analysis views that all kinds of message production are text, such as news, advertisements, soap operas, songs and other symbols that cannot be separated from the interests of the message maker. News, for example, is not the actual reality. News is a reality that has been selected and compiled according to editorial considerations, the term is called "second hand reality". That is, there are factors of media crew subjectivity in the news production process. Therefore, facts or events are the result of media crew construction (Kriyantono, 2006).

The descriptive qualitative research approach with the framing analysis method is considered relevant in terms of the approach method, especially the framing analysis used is the model of Zhongdang Pan and Gerald M. Konsicki, which aims to see the reality behind the discourse of the mass media, so that it can be seen a protrusion of reality so that easy to recognize (Wiki Pedia.id, 2021). Thus, the researcher analyzed political news which focused on the aspect of emphasis on the whole news section by journalists and the completeness of the whole news.

Data collection techniques in this study; starting with the collection of various political news about the National Mandate Party in the media pedomanbengkulu.com. In collecting data, the researcher uses documentation techniques, namely written data



collection techniques that are online or from the internet. Documentation can be in the form of public documents or private documents. Public documents for example; police reports, newspaper news, transcripts of TV shows, and more. Private documents for example; memos, personal letters, telephone records, individual diaries and others (Kriyantono, 2006).

Documentation study is a data collection technique that is not directly shown to research subjects in order to obtain information related to the object of research. In the study of documentation, researchers conducted a search for the object of research data and saw the extent to which the running process had been well documented (Oktavia, 2018).

To analyze the data, the writer uses framing analysis from Zhongdang Pan and Gerald M. Konsicki with units of analysis on syntax (how journalists organize news), script (how journalists tell news), thematic (how journalists write facts), and rhetorical (how journalists emphasize the story). fact). Framing analysis is one method of media analysis, as well as content analysis and semiotic analysis. Framing is simply framing an event. Sobur said that framing analysis is to find out the perspective or perspective used by journalists when selecting issues and writing news. That perspective and perspective ultimately determines the facts to be taken, which parts are highlighted and omitted and where the news will be taken (Kriyantono, 2010). Framing is a method of presenting reality in which the truth about an event is not totally circled, but subtly distorted, by highlighting certain aspects, using terms that have certain connotations, and with the help of photos, caricatures, and other illustrative tools. In other words, how reality is framed, constructed and interpreted by the media.

So, framing analysis is an analysis that examines the framing of reality (events, individuals, groups, etc.) by the media. The framing is a construction process, which means that reality is interpreted and reconstructed in a certain way and meaning. As a result, only certain parts are more meaningful, get more attention, are considered important, and are more relevant in the minds of the audience. In practice, framing analysis is widely used to view newspaper frames. It can be seen that newspapers actually have their own “political policies” (Kriyantono, 2010).

Meanwhile, the description of the stages in qualitative framing analysis research proposed by Zhongdang Pan and Gerald M. Konsicki (Sobur, 2004) are:

Tabel 1.1:
Framing analysis research stages from Zhongdang Pan and Gerald M. Konsicki

Struktur	Perangkat Framing	Unit Yang Diamati
Sintaksis: how journalists compose facts	1. News schema	<i>Headline, lead, background information, quote, source, statement, closing</i>
Skrip: how journalists tell facts	2. Newsletter	5W+1H
Tematik: how journalists write news	3. Details 4. Meaning of sentence, connection 5. Nominalization between sentences 6. Coherence 7. Sentence form 8. Pronouns	Paragraph, proposition
Retoris: how journalists emphasize facts	9. Leksikon 10. Grafis 11. Metaphor 12. Supposition	Words, idioms, pictures/photos, graphics

In this case, the research will use the message content in the form of news that is on the online media of Bengkulu guidelines, where the categorization will be done by selecting news about the Bengkulu City PAN DPW party related to the 2019 election which is then used as the object of research and classified according to the type of news that will be selected.

In the perspective of communication, framing analysis is used to distinguish media ways or ideologies when constructing facts. This analysis looks at the selection strategy, highlighting and linking facts into the news to make it more meaningful, more interesting, more meaningful or more memorable, to accompany the audience's interpretation according to their perspective (Sobur, 2004).

The unit of analysis in the study, in the form of ten political news texts about the Bengkulu City DPW National Mandate Party in the media pedomanbengkulu.com consisting of;

Tabel 1.2:
Daftar Berita Yang di Analisis

Hari/Tanggal	Wartawan	Judul Berita
Kamis, 08 Februari 2019	Muammar	Antusiasme Pendukung Tunggu Kedatangan Sandiaga Uno (1)
Selasa, 12 Maret 2019	Medi Muamar	Ketua BM PAN Bengkulu Ajak Milenial Menangkan Demokrasi (2)
Jum'at, 15 Maret 2019	Muammar	Sinergi Kunci Kemajuan Kota Bengkulu (3)
Senin, 01 April 2019	Medi Muamar	Bela Umat, Ustad Abdul Somad Imbau Pilih Partai Amanat Nasional (4)
Selasa, 02 April 2019	Medi Muamar	Ustad Haikal Hassan Ajak Rakyat Pilih Partai Amanat Nasional (5)
Selasa, 02 April 2019	Medi Muamar	12 Alasan Memilih Dempo Exler Untuk DPRD Provinsi Bengkulu (6)
Jum'at, 05 April 2019	Gayatri Sukarti	Dempo Exler Digandrungi Pemilih Milenial (7)
Rbu, 10 April 2019	Medi Muamar	PAN Menang, Infrastruktur Bengkulu Gilang Gemilang (8)
Kamis, 11 April 2019	Medi Muamar	Dempo Exler Paling "Rekomendet" Untuk DPRD Provinsi Bengkulu (9)
Selasa, 16 April 2019	Medi Muamar	Dempo Exler: Bangun Bengkulu Dengan Semangat Berdiri (10)

Thus, every process of framing analysis, works explicitly, organized, planned to organize data, group, or measure the concept under study, examine patterns and relationships, and interpret findings. (Martono, 2015) from political news about the Bengkulu City DPW National Mandate Party in the media pedomanbengkulu.com.

C. DISCUSSION AND RESEARCH RESULTS

Today, it seems that the media and politics have become very familiar. Technological advances in the modern era will bring big changes, especially the emergence of media portals in disseminating news. One of them is the Guidelines for Bengkulu.com media which is one of the objects in this research. So that this is used as a political strategy to boost popularity. According to Damsar, political communication is a



process of transferring messages, (in the form of data, facts, information, or images), which contains a purpose or meaning, from the sender to the recipient which involves the process of interpreting power, authority, public life, government, state, conflict and conflict resolution, and distribution or allocation (Damsar, 2010).

Meanwhile, according to Michael Rush and Philip Althoff, political communication is a process by which relevant political information is passed from one part of the political system to another, and between the social system and the political system. Another opinion about political communication was put forward by Mariam Budiarjo, et al, who argued that political communication is a function of socialization and political culture. Good communication is a prerequisite for political socialization to run well, so that political culture can be carried out properly (Damsar, 2010).

Political communication has a close and special relationship because it is in the political domain by placing communication in a very fundamental position. Political communication connects all parts of the political system so that aspirations and interests are converted into various policies (Misliya, 2010). Political communication is a combination of two different disciplines that are very closely related, namely communication science and political science.

The selection of communication media must be based on the nature of the message to be conveyed, and the ownership of the media owned by the audience. The nature of the message content means that the message is packaged for the wider community, the message should be distributed through mass media such as newspapers or television, and for certain communities, leaflets or group communication channels are used. Knowledge of media ownership among the public must be known in advance based on the results of research that has been carried out. This is important to avoid wasting costs, time and energy (Cangara, 2009).

So in a case like this, we can look at the role of electronic media as a representation of supporting the progress of spreading information widely and simultaneously in the context of the online dimension or portal. In contrast to print media, messages in electronic media are conveyed through electrical vibrations received by certain receivers, such as television and radio. This media has the advantage of being able to penetrate space and time, so the information is very fast and simultaneously covers all areas that are within the reception radius. In addition to being fast, messages on television are also accompanied by colorful live images that make it interesting for



viewers to watch. Likewise with radio which has a certain community because it is spread in almost every car, boat, ship, and walkman technology that can be carried everywhere.

Apart from radio and television, internet media has also been widely used by the public, especially among academics, bureaucrats, and students. Facilitated by a satellite network, the internet can provide global information from various parts of the world, ranging from information on politics, education, religion, business, data, and electronic mail (e-mail). The internet is also able to provide electronic newspapers (electronic newspapers) from various languages.

So, through the media people can witness and participate in political activities such as speeches, campaigns, press conferences, party meetings, tours and traveling for politicians, candidate debates, who wins and who loses, what strategies are used in winning elections and so on. . Especially in the news stories that accompany opinion as a way to form political power. In short, people who want to become figures or celebrities must be close to the media, as well as politicians if they want to win the election must be in touch with the media. Without the media, politicians are helpless because if the media gives the wrong information about a candidate, it also creates a wrong image in the audience (Cangara, 2009).

The role of online media is very vital, because it is able to significantly boost the image as well as the formation of opinions. The emergence of this opinion has an effect on the strength of each political actor. The number of news presentations related to political actors can influence prospective voters in determining who should be elected.

With the development of modern political communication. It is undeniable, advances in science and technology are able to help the development of political communication today. Not only by meeting face to face, billboards, banners and others, but there are many ways that can be used. One of them is using internet media. The internet is not only used as a means of campaigning, but is also used as a political learning media and a means of political communication in forming opinions that develop, especially information that is journalistic in nature (news).

The marriage of the internet and journalism is rooted in and defined by the World Wide Web (WWW) standards. When CERN, the Geneva-based research institute, was released in 1991, no one realized how great its impact on journalism was. It is a new type of journalism because it has a number of features and characteristics that are



different from traditional journalism. Its unique features come to the fore in its technology, offering endless possibilities for processing and disseminating news (Santana K., 2005). Media has always been a liaison that is able to bring ideas closer to a wide audience. Since its appearance, the media has shown that capacity (Juned dkk., 2015).

Douglas Hagar (2014) in *Campaigning Online: Social Media in the 2010 Niagara Municipal Elections* said that social media and even media portals can contribute to political success. This is because social media or media portals allow candidates in an election to interact with potential voters with a scale and intensity that cannot be achieved through traditional campaign patterns such as door-to-door campaigns, brochures, and even coverage by print and television media. (Ardha, 2014).

Refael and Newhagen identified five main differences between online journalism and traditional mass media, are:

1. The ability of the internet to combine a number of media
2. Lack of writer's dance on readers
3. No one can control the audience's attention
4. The internet can make the communication process go on continuously
5. Interactivity of the web, then the most remarkable characteristics of the online media is its overall speed, which is both exciting and scary.

In the online dimension has another breadth, how managers are challenged to create further and more innovative means of delivering news (Santana K., 2005). For example, in the magazine media format, there is no index page serving that guides the audience to access the various articles in it, on the web each page can be linked with video images or to various other publications and old publications related to the topic to be explored, even linked to the author's personal address.

This online dimension has another breadth, managers are challenged to create further and more innovative means of delivering news. Because the online world is complex, dynamic and multidimensional, while newspapers are static and flat. Internet media opens the expansion of information based on multidimensional networks. The presentation and design of web information is not linear, two-dimensional, with a sequential paradigm from the front page (first) - with important news to the back page. There are concepts of navigation and interfaces, in guiding audiences, which are different: from the order in which the table of contents (index) is displayed at the



beginning of the site screen, audiences can be invited to jump to various articles on the next page based on the link relationships that have been designed. (Santana K., 2005).

Other uniqueness of online journalism which was previously rarely applied in conventional media such as newspapers include:(Santoso & Lestari, 2018)

1. *Unlimited Space*. Online journalism allows unlimited pages. Space is not a problem. Articles and news can be as complete and as long as possible, without limits.
2. *Audience Control*. Online journalism allows readers to more freely choose news/information.
3. *Non-Lienarity*. In online journalism, each story stands alone so that the reader does not have to read sequentially.
4. *Storage and Retrieval*. Online journalism allows "eternal" news, stored and easily accessed again anytime and anywhere.
5. *Immediacy*. Online journalism allows information to be conveyed in a short, fast and direct manner.
6. *Multimedia Capability*. Online journalism allows the presentation of news in the form of text, sound, images, videos and other components at once.
7. *Interactivity*. Online journalism allows direct interaction between editors and readers, such as through comments and social media sharing.

So, with the various advantages of internet media (online media or portals). So the application of political communication messages in the form of political news will be more extensive, faster, comprehensive and hassle-free as well as cost-effective and more relevant to the current state of increasingly advanced technological developments, especially for people in city areas.

In the observation technique, the researcher observes and records systematically (Wasito, 1995). The political power of the PAN party through the media portal will be observed through a series of processes using a framing analysis knife from ten pre-election news, namely:

1. Antusiasme Pendukung Tunggu Kedatangan Sandiaga Uno (pedomanbengkulu, 2019)
2. Ketua BM PAN Bengkulu Ajak Millineal Menangkan Demokrasi (pedomanbengkulu, 2019)
3. Sinergi Kunci Kemajuan Kota Bengkulu (pedomanbengkulu, 2019)



4. Bela Umat, Ustaz Abdul Somad Imbau Rakyat Pilih Partai Amanat Nasional (pedomanbengkulu, 2019)
5. Ustaz Haikal Hassan Ajak Rakyat Pilih Partai Amanat Nasional (pedomanbengkulu, 2019)
6. Ini 12 Alasan Memilih Dempo Xler untuk DPRD Provinsi Bengkulu (pedomanbengkulu, 2019)
7. Dempo Xler Digandrungi Pemilih Millenial (pedomanbengkulu, 2019)
8. PAN Menang, Infrastruktur Bengkulu Gilang Gemilang (pedomanbengkulu, 2019)
9. Dempo Xler Paling 'Recommended' untuk DPRD Provinsi Bengkulu (pedomanbengkulu, 2019)
10. Dempo Xler: Bangun Bengkulu dengan Semangat Berdikari! (pedomanbengkulu, 2019)

Political News is news concerning political activities or events surrounding state administration issues and all matters relating to government and state affairs. (Fadli, 2017). Political news becomes the main menu of media content because its influence is quite broad and deep in people's daily lives. All government policies will be known through a news. Therefore, this political news will relate to several other fields such as economics, social, and so on.

The criteria for determining political news according to the discussion above are reporting on political news: (Fadli, 2017)

- 1) Government agencies
- 2) Policies issued by the government
- 3) The power to represent decision-making can be the leader or the representative council,
- 4) Campaigns and other political activities.

Regarding the findings of the analysis of political news about the Bengkulu City National Mandate Party in the media pedomanbengkulu.com. The analysis was carried out through two perspectives; perspective of theory and writer then journalistic expert.



- a. News Analysis based on Zhongdang Pan and GERALD M. KOSICKI's concept of framing analysis model.

In the previous section, the author has analyzed ten political news about the Bengkulu City National Mandate Party in the media pedomanbengkulu.com by using the framing model analysis technique from Zhongdang Pan and Gerald M. Kosicki with four structures as the unit of focus, namely syntax, script, thematic, and rhetorical. The author also adapts to political communication theory and the study of political news with a focus on the type of news. Thus, the results of this study are in accordance with the theory and model used.

After conducting a research analysis that is adapted to theories and concepts, the next step will be to identify the emphasis of journalists so that the news written can influence readers. The author has also carried out an analysis of the overall structure of the news written by journalists.

To emphasize the whole news section, the writer finds several things that journalists emphasize in the news. First, the news title is made as attractive as possible to attract people's attention to read it. Second, in the thematic section (proposition) before the contents of the statement are included, journalists emphasize the credibility of the source figure in the news. Third, some news about the Bengkulu City DPW National Mandate Party, involving statements from national figures such as Ustad Abdul Somad, Ustad Haikal Hassan and candidate number two Sandiaga Uno as well as regional figures such as Helmi Hassan and Dempo Exler. The aim is to strengthen the impression that the PAN party is indeed worthy of being elected. Fourth, all political news about the Bengkulu City DPW National Mandate Party in the media pedomanbengkulu.com, including the category of opinion news whose purpose is to frame or create an image of the party or PAN cadres. Journalists tend to place their emphasis on the syntactic part (title and lead), while the rhetorical part (photos, graphics) is less emphasized, only showing photos and captions to support the news.

From all the news, the writer found that; First, news about the National Mandate Party in the media pedomanbengkulu.com can be categorized as opinion news. Second, some of the news analyzed in the script section (news completeness) includes the title, lead, content, to the closing of the news which is in accordance with the background information, although there are some news that do not emphasize the how (how). Third,



supporters of the news content, some of which are not in accordance with the background information, such as those in news numbers four and five.

b. Journalistic Expert Analysis

For the expert analysis of Journalism, the author involved the editor-in-chief of the Bengkulu Ekspres media section of the newspaper, namely Iyud Dwi Mursito, who is also a lecturer at IAIN Bengkulu and Muhammadiyah University of Bengkulu. The reason the author involved the head of the Bengkulu Ekspres newspaper section was taking into account the achievements in the national arena that BE Koran had achieved, namely the award as the best newspaper twice in a row, 2018 and 2019 and 2021.

In the analysis section of this journalistic expert, the author gets several points about news about the PAN party written by the pedomanbengkulu.com that are relevant to the analysis of the framing model of Zhongdang Pan and Gerald M. Kosicki. The are:

1. All news about the National Mandate Party that is written by the pedomanbengkulu.com is included in the type of opinion news.
2. Between the title, lead, content, until the closing of the news is in accordance with the background information.
3. There are many news that do not include the location of the interview.
4. For the completeness section of the news, there is a lot of missing news in the how section, so the news seems shallow. However, according to the head of BE Koran, this section usually adjusts for online news which is short and dense so that it is not too detailed in explaining news data and facts.
5. Because it is included in the type of opinion news, the emphasis is more on statements from news sources for framing, with imaging purposes.
6. The discrepancy between the content and the lead at the end of the news paragraph, is not a problem, as long as the purpose is as supporting data.

After analyzing both the author and journalistic experts, the author also confirmed to the media guide pedomanbengkulu.com, namely to Muammar as the editor-in-chief. He stated:

“Our news is news coverage but belongs to the category of special coverage of the PAN party. We actually have a relationship in the form of cooperation to do special coverage, so we make the news regularly, and it's related to yesterday's political momentum, so if it's called framing analysis, yes, we do special coverage there and the target is framing. For the purpose of content the news has been fulfilled from the objectives that were made in accordance with the situation and



circumstances regarding the PAN party during the nomination period, the mayoral election as well, and thank God the news was conveyed as evidenced by many readers. In terms of reporting, therefore, news of cooperation in the form of special coverage, we have been objective by reporting as it is, with conditions and conditions in the field not exaggerating and not understating but we take an angle that is in accordance with the ideas of the PAN party, then any news framing that what we do, it must be really clear and between the title and the content of the news according to the data, facts, conditions in the field. So nothing is exaggerated excessively according to the portion, but we just strengthen the title to attract people's interest to read the news." (Muammar, 2019)

This means that it can be understood that the news about the National Mandate Party is a form of special coverage based on the cooperation between the pedomanengkulu.com for the media and the Bengkulu City DPD National Mandate Party, so that the news is made regularly. The news is related to the political momentum before the election and the target is indeed to framing. The contents of the news are made in accordance with the situation regarding the National Mandate Party of the Bengkulu City DPD, proven to be well conveyed from the perspective of the readers. In the aspect of reporting, its nature is just to provide publications, after carrying out the coverage according to what is in the field, it is not exaggerated and not understated, only to take certain angles who can make the news attract the attention of many people. The title to the content of the news corresponds to the data and facts in the field. However, the title is further strengthened to attract people's attention to read the news.

D. CLOSING

The accompaniment of opinion greatly influences one's judgment. Thus, the assessment will be a strength and even vice versa for political communicators in competing with their political opponents. The formation of political power, in essence, was born because of the construction of the media in packaging the message content in the news. A political power through portal media, we can observe through scientific studies or analysis, one of which is framing analysis that frames each message content writing so that it has an influence on the aspect of leading opinion for the credibility of the image and popularity of political actors. An extraordinary role, it is inherent in the world of media portals to convey various information, especially political information. Especially in the modern political era, every political actor must be smart in understanding, paying close attention to how the media will be adjusted to help boost



votes, this is what has been applied by the Bengkulu City DPW National Mandate Party, which collaborates with the media pedomanbengkulu.com.

So that the formation of political power in question can be observed in the results of an in-depth analysis, whether it is an advantage or a weakness from the news management party about the Bengkulu City DPW PAN on pedomanbengkulu.com; (1) Journalists put emphasis on the title, source credibility, photos and graphics, although in the photo and graphic sections the emphasis is not too much. (2) completeness of the whole news; there are still many news sections that have not described the how section so that it seems shallow; there are several parts of the news paragraph that are not in accordance with the background information; all news does not include the location of the interview; the entire news section from the title, lead, content, to the closing of the news, is in accordance with the completeness of the whole news. All political news about the Bengkulu City DPW National Mandate Party is categorized as opinion news.



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