

Tempo.co's Role in Public Participation: Framing Related to The 2024 Presidential Election

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ABSTRACT

The role of social media is becoming crucial in the context of the 2024 presidential election, especially Instagram, Facebook and X (formerly Twitter). Instagram is predicted to have a significant impact on public participation in the 2024 presidential election due to its rising use across society, particularly the younger generation. In the context of politics, Instagram is not only a platform to share photos and videos, but also a platform to hold discussions, express opinions and gain political support. Tempo.co is one of the leading online news portals in Indonesia that has a wide coverage of news, from daily news to in-depth coverage on issues related to politics, economics, culture, and society. Thus, this study aims to explore Tempo.co's role in public participation, focusing on the framing in its Instagram posts related to the 2024 presidential election. This study employed a qualitative content analysis to analyze and interpret the content of Tempo.co's Instagram posts related to the 2024 presidential election. The analysis revealed that Tempo.co has presented a variety of content related to the 2024 presidential election, ranging from breaking news coverage to exclusive interviews and political analysis. Due to its innovative and distinctive news strategy, Tempo.co is able to attract a large number of readers, especially among Millennials and Generation Z who rely on social media for information.

Keywords: Politics, Media, Tempo.co, Public Participation, 2024 Presidential Election

INTRODUCTION

The presidential election is one of the most important political events in a democratic country. In the current digital era, social media has become a significant platform in influencing public opinion and facilitating interaction between people. Instagram, as a popular social media platform, has become a forum for people to express views, opinions and sentiments related to political issues, including the presidential election which will be held in February 2024 (Putra & Nurcholis, 2021).

February 2024 will be the biggest political contestation event in the last five years. Anies Baswedan, Prabowo Subianto and Ganjar Pranowo are candidates competing in the biggest political battle in Indonesia. Anies Baswedan, supported by the Change Coalition consisting of the Prosperous Justice Party, National Awakening Party and Nasdem, explicitly criticized the Jokowi government regime for its policies while in power. In contrast to the Change Coalition, Ganjar-Mahfud, who is supported by the Indonesian Democratic Party of Struggle or PDIP, is in a middle position and is not too harsh in criticizing the Jokowi regime, which was previously supported by PDIP, while the Advanced Indonesia Coalition is a loyal supporter of continuing Jokowi's programs with Prabowo. Gibran as a partner.

President Joko Widodo confirmed that the General Election (Pemilu) and Regional Head Election (Pilkada) will simultaneously be held in 2024. According to the schedule that has been set, the General Election will be held on February 14 2024. Meanwhile the Pilkada will be held in November 2024 (Media 2022). The government, DPR and KPU-Bawaslu agreed to set the 2024 simultaneous general elections on February 14 2024. This decision also ends the polemic about the date of the national elections. Previously, February 14 2024 was not an option that was discussed. In October 2021, there were at least two dates that were options, namely 21 February 2024 and 15 May 2024. At that time, the KPU pushed for the election to be held on 21 February 2024 for reasons of technical considerations in the field such as matters regarding the completion of the election, determination of results and workload and stages. voting that coincides with religious days. On the other hand, the KPU agreed to determine the regional elections for November 27 2024 (Taher, 2022).

In the electoral journey, the media is a very important political force. The existence of press media is a trigger for political participation from civil society. In the digital era, press media is very easy to provide information quickly to the public, including on political issues. The media can easily lead public opinion, including in general election issues such as the Presidential Election. In the 2024 Presidential Election, digital media on social media platforms can quickly access news that is happening around the 2024 Presidential Election. The rapid penetration of social media has had a big influence on changes in people's social interactions. We can see how conversations that develop in cyberspace have an over-connected relationship with social interactions in the real world. In fact, social interactions that develop in the real world are determined by the accumulation of conversations in cyberspace. Indonesia is listed as the country with the seventh largest population of internet users in the world.

Currently, penetration of Indonesian internet users has reached 73.7 percent or around 196.7 million users, up from 64.8 percent in 2018. The largest portion of internet users is absorbed in the form of social media at 92 percent with the intensity of use to obtain information and communicate by 90 percent. This means that every individual in Indonesia has more or less two social media applications on each device (Yayan, 2021). Social media, especially Instagram, has now become a very popular communication tool among internet users. The number of Instagram users is said to continue to increase by 300,000 users every day. Digital Buzz blog, a site that provides infographic statistics, mentions the same statistical data. It's no longer wrong that currently Twitter social media has become an effective and efficient place for promos or campaigns. The success team of a regional head or presidential candidate pair can now use any means possible in their candidate's campaign.

Previously there was the term Black Campaign, now after the campaign period has passed, there is a new term, namely Hate Speech (Buntoro, 2016). Media newsrooms (television, radio, newspapers, websites, new media) should be sterile from any interests when producing news. However, media that are influenced by the political economy of communication experience commodification and spatialization (Mosco, 2006). Commodification is the process of transforming goods and services from use value to exchange value. These goods and services are commodities that can be bought and sold. In the mass media business, this transformation process involves all interested components, starting from the editorial crew, readers, market, and also the state in the form of regulations. Meanwhile, spatialization is a transformation process that aims to overcome space and time barriers. In the current economic practice of capitalism, spatialization is an attempt by mass media to build wider influence. The method is that the media forms corporations or business entities, both horizontally and vertically. The development of digital technology has played an important role in smoothing the practice of mass media spatialization because it can easily expand cooperation networks.

The problem is that there is a public perception that for the sake of profit it is easy for companies to control the news space. Control can be interpreted as the interference of business interests into editorial staff, so that the media is no longer able to maintain its independence. The phenomenon of capital owners determining the direction of editorial policy is experienced by many media. Some people then accepted it. Everything seems normal. Public perception is increasingly widespread regarding the loyalty of journalists in making news. Journalists' work is considered not to prioritize the public interest. The work orientation of the media is subject to economic forces, namely company owners who prioritize financial profits, while independence in producing news is secondary. News is material consumed by the public regarding events outside their knowledge. News quality is important, supported by reliable accuracy. That is the need for news kitchens and their journalists to have independence in determining the direction of media reporting. No outside parties are allowed to intervene or interfere in the affairs of the editorial kitchen. Freedom is a working principle of the media, namely independence in order to maintain trust in the audience (McQuail, 2006).

The news space phenomenon that is the material for analysis in writing this article is the news production process in the Tempo Media Group editorial kitchen. Apart from newsroom observations, researchers also examined reporting mechanisms, formulating angles for an event, how news was reported, written, the editing process, until articles were ready to be broadcast on various platforms. Observe and examine working mechanisms to find out whether the structuration process is occurring or not in the Tempo newsroom. Researchers are aware that studies and research on the theme of tempo media independence related to the 2024 presidential election have generated many pros and cons in various circles of society. However, here the Tempo media, in distributing news and information related to the 2024 Presidential Election via Instagram, is able to attract the attention of the public to take part in the 2024 Presidential Election process and the researcher intends to examine how Tempo magazine can encourage public participation in following the 2024 Presidential Election. how to socialize.

METHODOLOGY

This research uses qualitative methods as an effort to understand in depth and comprehensively the work practices of Instagram social media. The focus of the research is to describe in a complete and in-depth way the working phenomenon of Instagram social media, especially the Tempo editorial team. Research is carried out by interacting and observing the objects under study in order to gain experience to strengthen interpretation and analysis using an inductive approach. The qualitative research method here, as explained by Sarah J. Tracy (2013), emphasizes how researchers concentrate on action and structure, examining historical data, as well as the controversy surrounding the methodology.

The characteristics of qualitative research related to action and structure in books can be understood in two ways (Tracy, 2013). First, qualitative research investigates action through close examination of the daily practices of the object under study. The object referred to in this research is the media editorial room. The scope includes the media's attitudes and policies regarding an event, how to build logic, and how to formulate arguments. Researchers use observations as a guide to create premises.

Qualitative research with an inductive logic analysis approach, where syllogisms are built based on specific things in the form of field data and then lead to general things (Bungin, 2017). Thus, qualitative analysis methods are used to understand a fact, not explain the fact. Qualitative analysis departs from the phenomenological approach. This approach is considered relevant by researchers because phenomologism is suitable to be used to analyze the problems of human subjects whose behavior tends to change, be dynamic and sometimes disobedient to principles.

Why did researchers choose the research object Tempo Media Group? This is in accordance with the main aim of the discussion, namely looking at the practice of media independence and the influence of the political economy of communication in structuration theory. Tempo was chosen because it has a strong name as one of the mainstream media that has a big influence in Indonesia and has become an investigative media icon. Investigative reports require journalists to work harder, be honest, objective and independent. In fact, there

are not many similar media that consistently produce investigative reports like Tempo. Tempo's investigative products are different from other types of news reports. Investigative coverage requires time, money, and risks to the security and safety of journalists. This cannot be separated from factors of political and economic interest in the object or case being investigated. Sometimes the cases that Tempo investigates are related to the interests of power, figures and also businesses that happen to have relations with Tempo companies. However, this challenge can be overcome with professional work, namely Tempo journalists prioritize accuracy, journalistically tested truth, clarification and objectivity in presenting reports.

The nature of qualitative research which focuses on context description, must rely on field observations and this is what differentiates it from other types of research such as quantitative research (Tracy, 2013). The characteristics of qualitative research are a type of social science scientific research where the emphasis is on understanding the meaning of a phenomenon. Qualitative research views each case as something that can be studied. This includes, among other things, people's experiences, the existence of truth, and facts that can be studied by researchers. Qualitative research leads to descriptive analysis results so that they can be understood in depth, although in general qualitative research cannot be generalized because it is related to the researcher's point of view. Qualitative research opens up space for further research on the same theme with different findings and points of view.

FINDINGS AND DISCUSSIONS

The data applied in this research is qualitative data, such as sentences, phrases and words contained in five editorial articles on the online news site Tempo.co. This section will describe five news articles that discuss coverage of presidential candidate Anies Baswedan ahead of the 2024 presidential election in the Tempo.co online edition from May 1 to June 30 2023.

Articles and Instagram Posts: Ganjar Makin Ngegas, Relawan Anies Baswedan Perintahkan Pengurusnya Kerja Lebih Keras

Edition: 4 Mei 2023

All volunteers for Anies Baswedan, the presidential candidate, are encouraged to make more efforts to win their champion through the National Anies Volunteer Kornas (An Nas). Masril Ardi, Coordinator of the National Presidium of An-Nas Volunteers (Anies Nasional), in a written statement, Thursday, May 4 2023, stated, "We urge and invite all An Nas administrators and volunteers throughout Indonesia to improve themselves in order to win Anies. According to Masril, this direction was given considering that the 2024 elections were approaching. He added that the PDIP's nomination of Central Java Governor Ganjar Pranowo as a presidential candidate was another reason for issuing this order. Apart from that, he claimed, the coalition party supporting President Joko Widodo's government was urging a meeting to nominate a presidential candidate other than Anies.

On Tuesday, May 2 2023, President Jokowi hosted one of the sessions at the State Palace. That evening, Jokowi gathered six general chairs of political parties supporting the government, including Megawati Soekarnoputri from PDIP and Prabowo Subianto from the Gerindra Party. Apart from these meetings, according to Masril, other government support groups have started to move forward with nominating Ganjar Pranowo as president. He mentioned the National Mandate Party as one of these parties. Masril stated that he believed that Anies' volunteers should be relocated considering that the mobility of other parties was increasing. He asked bureaucrats at the federal, provincial and An Nas district levels to try harder to adapt Anies Baswedan to the lives of local people. "Let's take advantage of this short time to work smartly, sincerely and thoroughly, to win together with our presidential candidate Anies Rasyid Baswedan," he said. He stated that lazing around in front of the phone and engaging in random conversations is no longer an option. especially if the conversation is about details regarding an unsupported presidential candidate. "The intention to work is sincere, roll up your sleeves and go to urban areas, villages or villages, markets and wherever," said Masril. Masril gave a warning that An Nas volunteers should continue to try to involve all levels of society, including students, traditional leaders, community leaders, religious academics and religious leaders. According to him, volunteers can only help win Anies Baswedan in that way.

Define Problems

Problem definition, as the initial element in Robert N Entman's framework known as "framing," focuses on the way journalists give meaning to a problem. Therefore, in the news presented by the online media Tempo.co, the definition of the problem can be explained as follows.. "The National Anies Volunteer Corps (An Nas) asks all volunteers for presidential candidate Anies Baswedan to work harder to try to win their champion." The definition of the underlined problem is the text of the online media news from Tempo.co, edition of 5 May 2023. This news describes a problem that needs to be solved, namely preparation for the 2024 election so that volunteers have to work harder to win presidential candidate Anies Baswedan in the 2024 presidential election contest.

Diagnose Causes

Framing Diagnosis causes Framing the causes of a problem refers to the perspective used to describe who is considered responsible for a problem. In this news report, the actor highlighted as the cause of the problem is Masril, who serves as Anies Baswedan's volunteer coordinator. This information can be understood from the news content presented. "We urge and invite all An Nas administrators and volunteers throughout Indonesia to improve themselves to win Anies," said the National Presidium Coordinator of An-Nas (Anies Nasional) volunteers, Masril Ardi in a written statement, Thursday, May 4 2023.

Make Moral Judgement

The third element in Robert N. Entman's framework is making moral judgments. This element is used to provide justification for arguments in defining a problem. In the context of this report, moral judgment focuses on Anies Baswedan's instructions to volunteers to

increase their efforts and "socialize sincerely". "This concept can be identified in the news text in question." Masril said that with the increasingly intense movement of other parties, he considered that Anies' volunteers should also move. "He asked all national, provincial and An Nas district administrators to work harder to socialize Anies Baswedan to the community."

Treatment and Recommendation

The final element is Treatment and recommendations, where these components are used to overcome problems. In this context, problem solving efforts involve accepting various segments of society as a strategy to support Anies Baswedan's success. This understanding can be found in the following news report.. "Masril warned that An Nas volunteers should continue to try to embrace all elements of society, student elements, community leaders, traditional leaders, ulama and religious leaders. He said that only in this way could volunteers contribute to efforts to win Anies Baswedan in the 2024 presidential election.

CONCLUSION

By referring to news analysis research conducted by researchers using Robert N Entman's framing method, it can be concluded that the online media Tempo.co framed presidential candidate Anies Baswedan impartially. This can be seen from several news stories that have been analyzed using Robert N Entman's framing. In the 5 news stories about presidential candidate Anies Baswedan that were analyzed, online media Tempo.co found partiality towards other candidates.

Meanwhile, in the news, presidential candidate Anies Baswedan is only highlighted from his bad side. The framing carried out by the online media Tempo.co appears to show more of a negative side towards presidential candidate Anies Baswedan.

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