

## The Disclosure of Media Framing between Bloggers in Malaysia

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### ABSTRACT

The influence of blog is extensively noticeable especially during the 13<sup>th</sup> General Election that had received unexpected turn outs as the public nowadays are more daring and bolder in voicing their opinions on the democratic issues in Malaysia. Malaysians are now more outspoken and have cried out for a new government by asking the current government who has been ruling since independence to step down. Most blogs that are supporting the oppositions have voiced out the intention to call upon a new government through campaigns such as “*Ubah*” and “*Ini Kalilah*”. The

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effects of this have brought to a new dynamic in the pursuit of each political party in Malaysia to fight for various ideologies and move towards victory for the party that they represent. This research paper is to explain on the disclosure of a generic frame by bloggers in Malaysia before and after the 13th General Election. It has involved two groups of blogger represented by the Pro-Barisan Nasional and the Pro-Pakatan Rakyat. A quantitative content analysis and an in-depth interview were done in explaining the media frame that both groups of blogger had used. The findings portray the usage of media frames from both groups of blogger in achieving their main goals for the benefits of everyone. However, the economic consequences frame has shown as having the lowest impact due to the facts that it has its own characteristics that needed expertise to discuss further on the economic issues in Malaysia.

***Keywords:*** *Blog, Media Framing, General Election, political news, democracy.*

## **1.0 INTRODUCTION**

According to Weaver (2007), the development of research about framing has been expanded twice as much compared to a decade ago. Framing is believed to be a universal research that has been used in science and communication (Bryant & Miron, 2004). The Theory of framing in this area is considered to have a strong potential to influence the media (Scheufele & Tewksbury, 2007). The Framing research in communication is often seen as lack of vocabulary in terms of explanation and thus requires some comprehensive manifestations as suggested by D' Angelo (2002) and Scheufele (1999, 2000).

Framing in communication refers to the conducts and understanding of an event and issues raised by the media, media professionals as well as the public (Reese, 2001). Ervin Goffman, a sociologist has introduced the approach to framing in social and economic research in decision making to associate it in daily living (Scheff, 2005; Carragee & roefs, 2004; Endres, 2004). Goffman (1974) describes how information that has been

processed using schematic is able to arrange and decipher the information meaningfully. Schematic is the mental structure that we used to arrange and to understand our surrounding based on the knowledge that we had. It also involves how we decipher information, decision making and the actions to be taken.

Framing research has been deemed important and has developed progressively to analyze the content and effects of media. Research on the development of framing however is still lacking (Bruggemann, 2014). A report on an issue or news is a process of providing information to the readers only. In the context of writing blogs, it refers to a world of deciphering information for everyone. This is also one factor why the approach of framing works as a powerful tool in the practice of journalism and to stay focus in the process of communication towards delivering factual information in the world of communication. In the approach of framing, the question of how a framing is used in the content of a media refers to frame building (Scheufele, 1999) it still lacks of research in this area according to Borah, 2011; Lecheler & de Vreese, 2012.

Framing in the context of writing blogs can assist and makes it easier for bloggers to explain and clarify as to what had happened in an event. Then it is up to the readers to decipher the information given as well as to understand what had happened in their own world. Framing can collect all events that had happened according to categories that are sorted out in a simple approach, consistent and easy to understand to disseminate the information to the readers. In other words, framing involves the process of constructing in deciphering the frame to be delivered to the public through the process of intermediaries' communication.

## **2.0 BACKGROUND OF STUDY**

The 21<sup>st</sup> century Malaysia is facing the insistence on the use of technology. The one huge advancement in the world now is how fast and efficient information goes around. In a state of the nation facing challenges of globalization, liberalization, internalization and the development of ICT, the existence of a new medium such as the Internet had proven the proses

of media transformation and enhancing the revolution on ICT. This is parallel to the government's objective to be involved closely and actively in the development and the use of ICT way back before in Malaysia (Mohd Yusof et al., 2009; Ali Salman et al., 2010).

McPhail (2002) stated that to gain and to retain political power, politicians use media to persuade the masses to vote and support them especially during elections. New media enable the public to have greater and unrestricted direct access to political news, by passing the usual barriers and gatekeeping that controls the publishers, editors, and journalist in traditional media. New media, especially Web 2.0 has expanded in the public sphere and enable more Malaysians to participate in the democratic process through information dissemination, mobilization, or crowd-sourcing. Then the cyber-war between BN and PR has led to the online circulation of lies, half-truths and gossip which may cause confusion and disinformation and also affects the quality of democratic decision-making for the policy. Thus, new media have become a functioning publics sphere as they allow many voices to emerge and reflecting the diversity of ideas (Leong, 2015).

The internet also offers potential for greater exchange and deliberation, enabling people to be more interactive by creating new networks of information. People start to bypass the traditional media gatekeepers to obtain information directly about political, social and economic life (Press & Williams, 2010) as well as communicate, connect and deliberate online directly with governments, parties, social movements and political leaders (Negrine, 2008). Internet users shift from being recipients to information providers with instant feedback opportunities; anyone with basic online access and limited skills can become an information producer by creating web pages and participating in chat rooms, discussion forums and interactive sessions. New media have been setting the political agenda, influencing political behavior and triggering participation, a hallmark of democracy.

According to Leong (2015), new media has enabled minority opinions to break out of the spiral of silence because it reduces the fear of isolation. Before the emergence of the new media, these were often side-lined and

received very little space in traditional media. Pro- opposition bloggers especially, could not find any space in the traditional media to express their views. However, with new media, they have a chance to receive public attention; with the netizen support, people feel encouraged to speak up in public instead of behind closed doors. One blogger said that new media has been essential in helping him spearhead his social movement. He added “without... new media, Facebook...Twitter... blog, there’s no way we would be able to get the message out effectively.” Social media facilitates greater public involvement and reduce social distance, making politicians more engaged with the public.

In the initial stage of the development of blogs, the government does not recognize the use of blog as an alternative medium that can be seen as effective to influence the citizens and winning them over. This has stopped the government from having a close rapport with bloggers. However, this perception was drastically changed after the 12<sup>th</sup> General Election in year 2008, when political tsunami happened that caused Barisan Nasional defeated in five different states resulting in Barisan Nasional was unable to get the majority of 2/3 but only by a minimum win of majority. This event had indeed changed the role of blogs and has thus started the circulation among citizens who uses blogs, that the defeats of Barisan Nasional in the 12<sup>th</sup> General Election was due to the lack of attention and lack of use of blogs, internet news and the use of short messaging whereby that strategy was used as an intelligent approach from the oppositions for campaigning.

The experience from the results of the 12<sup>th</sup> General Election in year 2008 had played a great impact towards the development of writing blogs in Malaysia. It is a great big shift from the government’s perception towards bloggers and writing blogs in Malaysia. This situation has also encouraged the Prime Minister to take pro-active actions by introducing 1Malaysia blog as well as using social media such as Twitter and Facebook to reach out to the citizens.

The 13<sup>th</sup> General Election has proven to be a fierce and intense fight in the history of general elections in Malaysia and has been deemed as the “*mother*” to the 13<sup>th</sup> General Election that has been convened in Malaysia

which was known as the city of political tsunami (Junaidi et al. 2014). Again, this is the situation whereby blogs had then been looked upon as an influential medium for the 13<sup>th</sup> General Election. Some factors that affect the result for the 13<sup>th</sup> General Election was sentimental, leaderships, infrastructure, logistics, financing and dominated campaign tools by the oppositions such as cyber war with the use of blog, Twitter, Facebook and etc (Nazari, 2013).

### **3.0 METHODOLOGY**

This research is carried out with quantitative content analysis of blog articles and an in-depth interview on the chosen bloggers. 8 bloggers have been identified and was the sample subject for this research. The subject was divided into two groups, the Pro-Barisan Nasional and the Pro-Pakatan Rakyat. The categorization was done based on their differences in political ideologies, background as well as their political stand through the blogs that they have created. All the 8 bloggers were chosen because they have proven themselves to be influential in the world of blogs in Malaysia. The research information is stated in Table 1. The researcher has set the code as stated in Table 1 for each blogger. This is to ensure a simple report on the research done for readers. PNB1, PNB2, PNB3, PNB4 stands for the Pro-Barisan Nasional bloggers while PPR1, PPR2, PPR3, PPR4, stands for Pro-Pakatan Rakyat bloggers.

**TABLE 1**  
Demographic information of blogger/bloggers

<b>No.</b>	<b>Names of Blog/ Blogger</b>	<b>Code of Blog/ Blogger</b>	<b>Category of Blog</b>
1.	The Scribe Datuk A Kadir Jasin	PBN 1	Politic
2.	Rocky Bru Datuk Ahirudin Attan	PBN 2	Politic
3.	Zamkata Tan Sri Zainuddin Maidin	PBN 3	Politic & Personal
4.	tun faisal dot com Tun Faisal Ismail	PBN 4	Politic

5.	Shahbudin dot com Shahbudin Husin	PPR 1	Politic
6.	Minda Lutfi Ahmad Lutfi Othman	PPR 2	Politic
7.	Merah Tinta MSO Mohd Sayuti Omar	PPR 3	Politik, Art & Religious
8.	Din Merican: the Malaysian DJ Blogger Dato <sup>7</sup> Din Merican	PPR 4	Politic

#### **4.0 FINDINGS**

The numbers of collected articles were for 4 months amounted up to 836 articles written in blog. This collection was 2 months before and after the 13<sup>th</sup> General Election. The general election falls on the 5<sup>th</sup> May 2013, thus the collection started on the 4<sup>th</sup> March till 4<sup>th</sup> May 2013 before the election and another collection was done in between 6<sup>th</sup> May 2- to 6<sup>th</sup> July 2013 which was after the election.

The results can be seen in Table 2. It shows the involvement of media framing by the Pro-Barisan Nasional Bloggers as the research subjects. The 4 blogs by the Pro-Barisan Nasional bloggers focused on the conflict framing with the PNB3 blog preceded other Pro-Barisan Nasional blogs with the minimum score of 0.740. There was not much difference compared to the Pro-Pakatan Rakyat blogs which the main focus was also the conflict framing. This could be seen with the PPR2 blog preceding the other Pro-Pakatan Rakyat blogs with a minimum score of 0.810. However, there was a vast difference between PPR1 blog of 0.332 minimum score through the minimum score of 0.478.

Likewise, the responsibility framing shows the most obvious used framing by the Pro-Pakatan Rakyat with the PPR2 blog preceded the others with a minimum score of 0.724 followed by the PPR4 blog with a minimum score of 0.638 and PPR3 blog with a minimum score of 0.671. The result shows that PPR1 is at the lowest position with the use of this framing with a minimum score of 0.480. The analysis has proven that PPR1 has the least involvement with the use of framing in all generic frames used.

However, Table 2 shows a different result in which all the 4 Pro-Barisan Nasional blogs indicates the use of responsibility framing is fairly equivalent with PBN4 preceded a little more with the minimum score of 0.587. Overall, most blogs from both parties suggested that both parties were not involved with the economic consequences frame. Only PPR2 seemed prominent from the 8 blogs with a minimum score of 0.230 while the least used of this framing was from the blog by PBN3 with the lowest minimum score of 0.048.

**TABLE 2**

Min Score Involving Five Generic Frames Between Pro-Barisan Nasional and Pro-Pakatan Rakyat Blogs

<b>Blog</b>	<b>Economy Consequences (EC)</b>	<b>Responsibility (R)</b>	<b>Conflict (C)</b>	<b>Morality (M)</b>	<b>Human Interest (HI)</b>	<b>n</b>
PBN1	0.189	0.568	0.716	0.171	0.378	37
PBN2	0.069	0.502	0.714	0.071	0.498	126
PBN3	0.048	0.516	0.740	0.096	0.495	97
PBN4	0.186	0.587	0.717	0.118	0.404	127
PPR1	0.053	0.480	0.478	0.087	0.210	100
PPR2	0.230	0.724	0.810	0.069	0.491	29
PPR3	0.051	0.617	0.708	0.118	0.340	214
PPR4	0.113	0.638	0.724	0.054	0.356	106
Overall	0.095	0.571	0.692	0.097	0.385	836

The next section in this paper will present the integration of the research findings that was collected from the quantitative content analysis approach to identify the involvement of the generic frames in writing blogs with the results from the data through the in-depth interview that was done by associating questions pertinent to the framing with the bloggers. The findings thus were derived from the quantitative content analysis from the in-depth interview from both parties which were the Pro-Barisan Nasional and the Pro-Pakatan Rakyat.



i) *The disclosure of generic frames from Pro-Barisan Nasional bloggers*

Table 3 clearly shows the conflict frame that has proven to be the most active in its involvement for each Pro-Barisan Nasional blogger with an overall minimum score of 0.722 followed by the responsibility frame with an overall score of 0.540. The human-interest frame, economic consequences frame and the morality frame were at the lowest minimum score that were disclosed by the Pro-Barisan Nasional bloggers which was lower than the score of 0.5.

**TABLE 3**

Min Score Involving Five Generic Frames for the Pro-Barisan Nasional Blogs

<b>Blog/ Blogger</b>	<b>EC</b>	<b>R</b>	<b>C</b>	<b>M</b>	<b>HI</b>	<b>n</b>
Kadir Jasin	0.189	0.568	0.716	0.171	0.378	37
Rocky Bru	0.069	0.502	0.714	0.071	0.498	126
Zainuddin Maidin	0.048	0.516	0.740	0.096	0.495	97
Tun Faisal	0.186	0.587	0.717	0.118	0.404	127
Overall	0.114	0.540	0.722	0.103	0.455	387

Note: In the event of <0.5= Low, >0.5=High

Blogger, Zainuddin Maidin had disclosed the conflict frame in his article at the highest score with a minimum score of 0.740. According to him, conflicts should be addressed in proper manner so that it would not tarnish the image of Malaysia. Conflicts can be handled with the consensus of the bloggers themselves with sincerity according to the ruling party through the consolidation of the community for the benefits of the citizens in accordance to the Constitutions. Rocky Blu agrees with Zainuddin Maidin’s opinion by stating that “*bloggers too have to assist in addressing conflicts. Resolutions to address the conflicts of national issues can be done with the involvement of the bloggers. The bloggers have to be united to deliver the right information.*” In other words, bloggers must provide aid in solving conflicts involving national issues. This can only happen if bloggers were given the same information, in affiliation and to convey the same information to the community for the common good of the citizens.

According to Kadir Jasin, *“conflicts happened from the results of failing to overcome the real issue.”* With that, an issues that was not solved and with the additional of other issues that happened in the country is the cause of the national conflict. Issues pertinent to the citizens, for example the 1MDB is deemed as important and must be uncovered in in-depth to the knowledge of all citizen as this issue can be a great challenge to the country’s economy. Tun Faisal has stated that national conflicts can be resolved if bloggers were to provide clear information, which is without any manipulation. Bloggers should not speculate on news that confuses the citizens and be aware of the objectives in conveying the information for the good of the nation.

Next, is the responsibility frame with a minimum score of 0.568. Kadir Jasin mentioned that *“with the more freedom that bloggers have, it comes with great responsibility.”* The control of licensing and ownership towards journalists and writers for newspapers has thus, lost its freedom. Freelance blogger were able to publish any information without being responsible to any parties and there were no obstructions in delivering the information to the public. In Malaysia, bloggers must carry big responsibility and with great freedom from the mainstream media journalists. Kadir Jasin explained that *“as long as we abide by the law, there are no limitations and restrictions to discuss any issues in Malaysia. People are afraid to voice their opinions due to the fact that they do not understand the legal aspects and they do not possess real skills in delivering opinion in proper manner.”*

Huge responsibility comes with a higher risks to post factual information and must not have ulterior motives behind the posting. According to Tun Faizal *“bloggers must assist the conventional media by giving clear explanation and detailed information to the citizens.”* Blogger must build a strong and united nation by taking into consideration the peoples’ feelings and to appreciate one another as well as to incorporate togetherness to achieve a progressive nation. Besides, the government too is recommended to disclose official information to the blogger as much as possible in order to avoid unclear or ambiguous unexplainable situations in Malaysia through bloggers postings.

Rocky Bru argues that the government authorities or the community must admit that blog plays an important medium for the common good of all people. The effectiveness of blogs can be seen through the authorities providing information from time to time to bloggers so that they are able to post information in sync to achieve the same objectives. Zainuddin Maidin is in the opinion of the government should also be firm with the bloggers so that these bloggers will not deliver just any information to readers. The government should identify bloggers that are trustworthy to provide information to clarify matters on hand.

The human interest frame is the third highest frame in disclosure for blogs' articles by the Pro-Barisan Nasional. Rocky Bru states that to fulfill the human interest from the published information, bloggers must be ethical and not shaming others in the postings. However, if it involves politicians, issues should not be deemed personal or being secretive due to the facts that these are the leaders of the people, and the people has the rights to know explicit and implicit information regarding the nation leaders. A detailed information concerning the good and bad should be disclosed but bloggers must practice good ethical in not forging or using false pictures to affect the credibility of the bloggers themselves too.

According to Tun Faisal, blogger who stands firm on the morality value, ethical and civic would not write on any issues that affect an individual personal matter just to meet the demand of the communities. The authority must stand be decisive in handling problems pertaining to disseminating false information because this is an act of unethical. This action could be a main cause for an individual's downfall or it could lead to defamatory. Zainuddin Maidin has expressed his agreement with Tun Faisal by stating *"I do not agree to edited images from the original nor exaggerating on an issue posted on blogs."*

Kadir Jasin has asserted that *"if the personal matter or issue is deemed important to the citizens, the matter or the issue must be raised and it is obligatory for a leader of the country not to be involved in such acts or to go against the law"*. Blogger must be sensitive and aware of the truth in the raised issues or matters and be prepared to stand firm to justify the

factual information disseminated to the citizens. This is to ensure that disseminated information does not hurt anyone in the process and that such “demon” must be addressed by all bloggers together.

Subsequently, the economic consequences frame is the lowest frame to be disclosed from the Pro-Barisan Nasional blogger with an overall minimum score of 0.114. Generally, all the 4 bloggers who have been interviewed are in consensus that only specific groups are qualified to write on the country’s economic matters. Kadir Jasin has emphasised that *“there are not many blogs written on the economy issues. And only qualified individual are able to do so provided they are very well versed of the economic situation to discuss relevant issues. So, in my blog, only 30-40% of the content is pertaining to economy issues in the country”*.

Rocky Bru agrees by stating that *“the economy issues are more complex than any political issues discussed and this is one reason why not many bloggers are willing to write on the issues of the economy or business in the country”*. There are bloggers that have written on the issue of GST as the discussion is deemed less complicated. Usually, economy issues will be monopolised or looked at as politically inclined by certain bloggers. The authorities must be responsible to monitor the disseminated information from bloggers to avoid any fabrication to confuse the citizens. If there are cases that involves the bloggers to assist, the authorities must ensure the bloggers were given updated and first hand information. Zainuddin Maidin supported this statement by stating that *“articles written on economy matters or issues must be by experts based on truth and factual information.”* Written report must be valid and thoughtful without any sentiment judgement that can tarnish the country’s good image or a downfall to the bloggers’ credibility.

Tun Faisal also explained that, bloggers who are interested to report on economy matters or issues must have at least some understanding or to get information from authorised resources even before starting to write. With the information gathered, bloggers then can begin writing using easy language to enhance understanding of the readers. Ususally, bloggers will

compose an article according to their understanding and interpretation through their own observation on matters or issues raised. Tun Faisal further explained that *“without factual descriptions, it will definitely be a factor resulting in the failure of the country’s economy financial system”*. Bloggers play an important role as the practioners of virtual media who have the responsibility to convey news to reduce anxiety faced by the citizens.

Matters or issues on the economy must be seen as more secured compared to political issues discussed. What happened in Malaysia today is based on what the bloggers have written in their blogs and they too are at the risk of being taken actions by the authorities if they are have businesses in alliance with politicians. These bloggers are sensitive towards comments or any analysis that is against them. In other words, any bloggers who wanted to write on Malaysia’s economy matters or issues must always be on their toes and always be cautious in disseminating the news.

The frame that is disclosed and at the bottom ranking with the lowest minimum of score from the Pro-Barisan Nasional is the morality frame with an overall minimum of score of 0.103. This is proven that the bloggers for this research paper do not focus on the moral imperatives in their blogs. Rocky Bru emphasised that *“bloggers must have a limitation when discussing matters or issues on religion and divine due to the fact that this matter or issue is deemed sensitive as bloggers may argue on various beliefs and practices that affect the right and wrong behaviour and the morality aspects in their blogs easily.”* Only people with the right qualification or expertise should be allowed to discuss on this issue as part of their community responsibility.

Tun Faisal also mentioned that bloggers who writes to interest readers usually do not pratice morals. If the blogger is a muslim, he has the responsibility to convey messages on moral imperatives, divinity and the right and wrong behaviours. Nevertheless, Kadir Jasin and Zainuddin Maidin explained that it is the bloggers responsibilities to practice moral imperatives to the readers. *“I must always try to integrate moral values in each of the article published.”* This is to ensure a model was formed as a guide in daily pratices.

ii) *The disclosure of generic frame by Pro-Pakatan Rakyat blogger*

Table 4 shows that the conflict frame has preceeded the list of frames in the disclosure of blogs articles from the Pro-Pakatan Rakyat blogger with an overall minimum score of 0.667 follow by the responsiblity frame with an overall minimum score of 0.598. It is clearly defined that there is no differences in the disclosure for both frames between the bloggers of Pro-Barisan Nasional and the Pro-Pakatan Rakyat. Even the human interest frame, morality frame, economy consequences frame were at a low level of disclosure as happened to the Pro-Barisan Nasional blogger.

**TABLE 4**

Min Score Involving Five Generic Frame For The Pro-Pakatan Rakyat Blog

<b>Blog/ Blogger</b>	<b>EC</b>	<b>R</b>	<b>C</b>	<b>M</b>	<b>HI</b>	<b>n</b>
Shahbudin Husin	0.053	0.480	0.478	0.087	0.210	100
Ahmad Lutfi	0.230	0.724	0.810	0.069	0.491	29
Mohd Sayuti Omar	0.051	0.617	0.708	0.118	0.340	214
Din Merican	0.113	0.638	0.724	0.054	0.356	106
Keseluruhan	0.078	0.598	0.667	0.093	0.325	449

Note: In the event of <0.5= low, >0.51=high

Conflict frame is the highest disclosed frame by the Pro-Pakatan Rakyat. According to Ahmad Lutfi, *“it is the responsibility of a blogger to suggest relevant and great ideas. Wheather or not he or she accepts, its another different story.”* Rationally, people will accept great and relevant ideas regardless of which party. What is more important is the benefits and advantages in handling the conflicts together.

Furthermore, according to Mohd Sayuti Omar, capable bloggers should come together in defending or deals with the same issue without any conflicts. *“Most importantly, is to have integration which means integration of ideas for common good.”* There should be consensus in dealing with values or discussion of an issue towards achieving solutions to the conflicts. This is because consensus in disseminating information helps in the integration of understanding the information. Besides that, responsible

authorities, for example the government should provide factual information to assist the bloggers in posting articles in their blogs. Information gather by the bloggers is proven definitely helpful in deciphering facts and to help the government to handle conflicts that is taking place in the country.

Shahbuddin Husin also explained that *“bloggers’s role is in the interest of the people, to report factual information in the interest of people to avoid chaos in the country.”* Bloggers are able to view issues from a different perspective compared to the mainstream media. With that, information from authorities to the bloggers are then able to help in explaining the good to the readers. All parties should work hand- in- hand, at the same table to discuss the best approach to overcome these matters or issues pertaining to the country. Bloggers should also be aligned in assisting to disseminate factual or not being politicised information to the citizen.

Din Merican agrees with Mohd Sayuti Omar and Shahbudin Husin. *“The minister of communication needs to have a communication tool to disseminate information and to identify bloggers so that information can be disseminated in a proper way.”* Bloggers too need to explain on an issue in detail if they were provided with the information but what actually happened today is not what it seems as information provided to bloggers seem to be incomplete. This situation has lead to different perspectives that will create chaos. The authorities play important roles in disseminating complete and factual information to the citizen to avoid any unnecessary speculations.

Responsibility frame is the second highest scored frame in the disclosure of blogs’ articles. It is the bloggers’ responsibilities to assist in solving matters or issues in the country. Mohd Sayuti Omar emphasised that *“bloggers can help in solving problems and we have to be united in such matter. Bloggers or blogs can be proven helpful if each matter or issue is the main discussion for people.”* However, the matter or issue will not be solved if the discussion is unable to reach consensus.

Ahmad Lutfi mentioned that *“a blogger must voice out what is right and wrong for the benefits of the country to ensure the citizens’ rights and to look upon as the return of the country to the people.”* Bloggers

must practice high integrity and reliability that have strong influence to the citizen. It is also the bloggers' responsibilities to write and post good and factual information about the country as public viewing. Din Merican also mentioned that *"it is all about disclosing matters or issues that the mainstream media did not provide."* The information is desired by the citizens that was not given by the mainstream media can be gotten from blogs articles. In fact it is also the bloggers' responsibilities to disclose information that is long awaited by the citizens.

Shahbudin Husin explained that *"bloggers are allowed to give various opinions on different perspectives compared to only newspaper. Government must be aware too of the bloggers responsibilities towards disseminating factual information."* Therefore, each opinion has to be taken into serious consideration because each opinion certainly has its foundation and pros. Whether the pros is for the benefits of the leaders or the country, it has to be noted without compromising with any suggestions or opinions given by any bloggers.

Subsequently, human interest frame hits the lowest level of disclosure by the Pro-Pakatan Rakyat blogger with an overall minimum score of less than 0.5. According to Din Merican, it is inappropriate to disclose personal details of an individual. This is because the details are private and confidential. *"An individual's life is none of our concern."* If the disclosure was done just to fulfill the needs of people, thus it is deemed an unethical action. This applies the same for images used in blogs. Images posted in blogs must be authentic and not edited as it would tarnish the individual's reputation.

Statement done by Din Merican is strongly supported by Mohd Sayuti Omar. He stated that actions by targetting on an individual's personal life as *"unethical, unethical in journalism, and a writer who is hunger of news has no moral values. This shows that a blogger who writes on a an individual's personal details is naive and helpless. Nevertheless, if the personal detail has relevancy to or is associated with the matter or issue on hand is deemed as not a problem. Exaggerating on an issue or editing images is considered as an unethical actions. "Understanding the ethics*



*and the manners is important for bloggers or a new media practioner as people with integrity.*” Readers too must be selective in terms of their reading materials.

According to Ahmad Lutfi, to disclose an individual’s personal details to shame the individual is a pathetic act. Its a must for bloggers to reprimand each other in proper manners and not to practice the action of slandering or making up stories. *”The action of complaining can compromise a relationship and as a muslim, it is one action that should not be practiced at all.”* A good action should be looked at as a guide in life and a bad action should be avoided as the objectives are not the right way in life.

Shahbuddin Husin explained that a leader must portray a good personality to the citizens. If the leaders themselves are not good examples, then it is the bloggers right to disclose their actions to the citizens. *“Leaders must have good personality, thus citizens can be led to right conducts and proper manners.”* Reprimanding can be done by bloggers but it must be base on facts and truth on an event. If otherwise, it is deemed as slandering that could affect the bloggers’ good name too.

Therefore, the next frame is at the low level of disclosure that involves the morality frame whereby Ahmad Lutfi has characterised it as “blogger holds the responsibilities to write and to preach. *“One able to preach to people, must have proper conducts and good manners. Articles posted will be viewed and judged by people.”* To write articles on divine and moral, one does not need to use and verses from the Quran or quotations from the Hadith. It is sufficient to write one factual and truthful article to avoid slandering and complaining. All this is part of what has been taught in any religion.

Mohd Sayuti Omar agreed that each religion will only integrate good conducts and proper manners for their followers as this is concerning moral imperatives. *“Each bloggers who are involves in writing blogs or any media must have good conducts and proper manners besides beliefs in divine. Hence, the moral imperatives or divination must be practices in writing blogs too.”* By having both these virtues, a common good will be reflected in articles posted in blogs.

This is also supported by Shahbuddin Husin by stating that *“it is the bloggers’ responsibilities to voice out moral issues to be taught as lessons in life, to educate and to create awareness to the readers.”* Din Merican emphasised that *“you must have good moral values in yourself so that you are able to discuss issues pertinent to moral imperatives.”* The objectives of writing blogs are to disseminate a new message to readers, to educate and to create awareness to the readers as the priority in writing articles.

The last frame that has the least disclosure in articles by the Pro-Pakatan Rakyat is the economy consequences frame. Mohd Sayuti Omar and Ahmad Lutfi agreed that to discuss the effect of economy in the country, the issue must be handled by experts who has good background in the field of economics to provide clear explanations. For example, the rising price of goods, the raising price of petrol, GST and etc. This is also agreed and supported by Mohd Sayuti Omar himself by stating that *“I will not discuss issues on the economy consequences in our country as I have no knowledge on it.”*

Not everyone can provide good explanations but bloggers today have commented on the economy issues in the country based on their personal views that does not serve any purpose or bring any good to the country. This is strongly supported by Shahbuddin Husin with the explanation that *“bloggers write issues on the economy consequences in the country based on their personal view, experience, knowledge and discussion with experts in this area only.”*

Nevertheless, Din Merican has a different opinion by suggesting that more bloggers should write and discuss the economy consequences issues in the country. The citizens have the rights to know what really happened and it is the bloggers’ responsibilities to disclose such information in which the readers would enjoy reading. *“There will be no complications involved or actions taken on bloggers who have written or posted articles on the matters or issues pertaining to the economy consequences in the country if the disclosed information are facts and only the truth to readers.”* The government must be prepared to accept critics on what had happened that causes the economy downturn in the country because the citizens are the one that will be greatly affected from it.

## **5.0 CONCLUSION**

In conclusion, there are not much differences in all the disclosed media frames by both groups of bloggers as the subject in this research paper. The conflict frame, the responsibility frame, were at the highest disclosure level while the human interest frame, the morality frame and the economy consequences frame were at the lowest disclosure level. The higher disclosed frames will definitely driven by the nature of more caring behaviours and feeling responsible amongst bloggers on what had happened in the country especially matters or issues pertaining to politics. With the disclosure of media frames between the bloggers, it has shown that the implementation of media frames in writing their blogs is important to influence and to give different political perspectives to the readers. Readers can make their own verifications by comparing the information gathered from the blogs and from the traditional media before making any decisions. Blog act as alternative media plays an important role and useful weapon for the media practitioners in speak out their point of views. One disclosure after another by bloggers has definitely been proven to help the citizens to make proper and balanced judgements on the political situations in the country. This could probably help in encouraging and influencing the citizens' mindsets that are using mass media after declining the information disseminated by the mainstream media that was deemed siding with the government in the country. The findings in this research had successfully explained on the frequency use of media framing that was highlighted by bloggers in the time allotted for this research.

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