

FRAMING ANALYSIS OF THE NEWS KOMODO 'JURASSIC PARK' PROJECT ON LIPUTAN6.COM AND TEMPO.CO

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Abstract

This study aims to obtain an overview and analyze an understanding of the way Liputan6.com and Tempo.co frame reporting on the Komodo 'Jurassic Park' Project. This is related to the virality of a photo of a Komodo dragon blocking a project truck. Currently, in the three areas of Komodo National Park, two different investors are currently building tourist facilities. This development stems from President Jokowi's dream of making Komodo National Park and Labuan Bajo as premium tourism. The framing analysis model that used in this study belongs to Zhongdang Pan and Gerald M. Kosicky. The results obtained from this study are the similarities of journalists in writing facts. Both Tempo.co and Liputan6.com highlighted statements from government people (who were involved in this project). Liputan6.com also includes public opinion on twitter against this project while Tempo.co positions that this project does not harm the community or Komodo because the government pays attention to environmental, social and cultural aspects.

Keywords: komodo tourism, framing analysis, pan and kosicki

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1. INTRODUCTION

Indonesia is an archipelagic country with great potential in almost all sectors, one of which is the tourism sector. The tourism industry is an industry that can generate foreign exchange for a country. The tourism sector is a unique industry, because without exporting products and services, foreign exchange arrives itself brought by foreign tourists visiting a country. In Indonesia, tourism is the third top contributor to the country's foreign exchange after palm oil and coal. Reporting from Tempo.co, the former Minister of Tourism, Arief Yahya said that Indonesian Tourism is ranked 9th in the world and in Asia, and number one in the Asia Tenggara region. This achievement was recognized by the media company in the UK, The Telegraph recording Indonesia as "The Top 20 Fastest Growing Travel Destinations".

Tourism according to Law Number 9 of 1990 concerning tourism is everything related to tourism including business, tourist attractions and attractions as well as businesses related to tourism organizing tourism According to Sunaryo in Idris, et al (2019) in Law Number 10 of 2009 Regarding tourism, tourism is defined as various kinds of tourist activities and is supported by various facilities and services provided by the community, businessmen, central government and local governments. Tourist attractions in Indonesia do have their own charm.

West Manggarai Regency has one of the mainstay of natural tourism potential, namely the Komodo National Park (TNK). KNP is the main activity in West Manggarai Regency (Iriyono et al., 2013). The natural attraction of KNP is the giant ancient lizard we usually call Komodo. The species which has the Latin name *Varanus Komodoensis* is one of the rare animals that are still living in the modern era. Komodo was chosen to be one of the seven wonders of the world at the end of 2011. Tourists began to visit the island of Komodo, especially Komodo, which attracted a large number of visits, especially tourists from western countries (Idris et al., 2019). The KNP tourism sector is a natural tourism potential to obtain Regional Original Income (PAD) in Labuan Bajo. Therefore, to add value to the original regional income in the city of Labuan Bajo, the government needs to develop tourism spots in order to contribute to the economy for local residents.

During the previous Jokowi administration (2014-2019), the development of tourist destinations was one of the priority programs. In developing this tourism destination, there are so many important steps that have been designed. These steps are compiled in part from the hope of increasing state revenue from the tourism sector. One of these steps is the formation of tourist destinations that are commonly referred to as the ten "Bali" in 2016. The Letter of the Coordinating Minister for Maritime Affairs and Resources Number S-54 / Menko / Maritime / VI / 2016 explains that the ten new Bali destinations include: Lake Toba, Tanjung Kelayang,

Tanjung Lesung, Pulau Seribu, Borobudur Temple, Mandalika, Mount Bromo Tengger, Wakatobi, Labuan Bajo, and Morotai. Over time, the Government re-evaluated this development program on the grounds of accelerating the development of new Bali infrastructure and utilities. The results of the evaluation based on the introduction of the 2020 Financial Note read by Jokowi on August 16, 2019, are that the government will prioritize the development of 4 tourist destinations including Lake Toba, Borobudur Temple, Labuan Bajo, and Mandalika (liputan6.com, 16 August 2019).

Labuan Bajo is not spared from the development of tourism because Labuan Bajo and Komodo National Park have become one of the famous tourist destinations to foreign countries. Labuan Bajo's status as a super priority destination certainly encourages further tourism development (Sugiarto & Gusti, 2020). However, at the end of this October, the tourist spot was reaping a polemic. A portrait of a Komodo dragon blocking a project truck went viral on social media. Monday (26/10/2020) hashtag #savekomodo is trending on Twitter. This began with President Jokowi's dream of making Labuan Bajo to Komodo Island, East Nusa Tenggara (NTT) a premium tourism. The development of premium tourism or commonly called the Komodo Park Jurassic Project has reaped many pros and cons, environmental activists, local communities versus the government and investors.

In 2019, the Ministry of Environment and Forestry formed an integrated team to determine the fate of Komodo Island. However, this project generated a lot of controversy. The Campaign Coordinator for the Indonesian Forum for the Environment (Walhi) Edo Rakhman revealed that the development concept adopted by President Jokowi was completely wrong. According to him, the natural habitat must be preserved if the giant lizards are to remain the pride of Indonesia. Even so, the project is still ongoing amidst many criticisms. In the three areas of Komodo National Park, two different investors are currently developing tourist facilities. PT Segara Komodo Lestari built a 2.1 hectare facility on Rinca Island while PT Komodo Wildlife Ecotourism received a construction permit for 274.13 hectares on Padar Island and 151.94 hectares on Komodo Island.

The development permit in the area is issued by the Investment Coordinating Board (BKPM). The permit was granted on the recommendation of the West Manggarai Regent in 2015. This massive scale development raises many concerns, one of which is the impact on the sustainability of Komodo National Park as a conservation area. Apart from that the solitary nature and gigantism of the Komodo dragon itself is cause for concern. When there is large-scale development underway, one by one the Komodo dragons will leave their habitat. In addition to the threat of the Komodo dragon's habitat, the development of this tourism area also

creates problems for local residents. The privatization of the area has limited access for local people. This project is also deemed to violate Law 5/1990 on Conservation of Living Natural Resources and their Ecosystems. However, the Ministry of Environment and Forestry argued that the construction of the Komodo National Park did not violate the permit because it was in the utilization zone not the core zone.

The polemic for the Komodo "Jurassic Park" project did not escape the media coverage in Indonesia. In the digital era, people not only get news through mainstream media but also online media. Online media in Indonesia began to grow in 1995, which recorded about 20,000 active users. Internet users also continue to increase by 54% in 2017 (Prasetya et al., 2020) In conveying information online media is competing with the speed to convey information in any form regardless of the truth contained therein (Margianto & Syaefulla in Prasetya et al., 2020) . Each media certainly has its own way of framing an event. In this study, researchers chose the online media Liputan6.com and Tempo.co.

Since 2008, Tempo.co has returned with a new face and presents quality beita. Tempo.co applies a high standard of journalism in covering an event and writing news in a sharp, intelligent and balanced manner. The Tempo.co application won the "The Best Mobile Media" award in 2011 from the Asia Digital Media Award.

Then, Tempo.co became world champion in a media hackathon competition on June 17, 2016, in Vienna, Austria. Meanwhile, Liputan6.com was founded in August 2000. Liputan6.com is an online news portal with news that is much more diverse and tailored to the needs of readers. Liputan6.com also has a Fact Check Channel as a form of participation in fighting hoaxes. The reason the researchers chose the two media was a news portal that was registered and verified at the Indonesian Press Council. Both are balanced news portals, with all groups and non-participants.

To be able to see how the two online media above frame the coverage of the Komodo "Jurassic Park" project, Kosicky's framing analysis model is used by emphasizing syntactic, script, thematic, and rhetorical elements. The formulation of the problem in this research is how Liputan6.com and Tempo.co frame the news about the Komodo 'Jurassic Park' Project. The purpose of this research is to get an overview and to analyze the understanding of the way Liputan6.com and Tempo.co frame the coverage of the Komodo "Jurassic Park" Project.

Emeraldien, Purnomo, & Handoko (2019) in their research on news about the Persebaya football club in two online media stated that the framing of news from Jawa Pos and Harian Surya has differences. In contrast to Jawa Pos, Surya Daily tries to present news that does not show partiality even though Harian Surya is a media partner of Persebaya. This study has

similarities with this research in terms of research methods and also the object of research using two online media news portals for one news theme on the same day.

Research by Sinaga & Nasution (2016) entitled Analysis of Sarinah Bomb Reporting Framing on Kompas.com and Merdeka.com revealed that the Kompas.com news portal emphasized the human interest side of the police, such as portraying the performance of the police who worked quickly on the incident. Meanwhile, Merdeka.com has a more neutral attitude by not showing any partiality to certain parties. This study also uses the Pan and Kosicky framing analysis research method.

Fitria (2019) aims to understand the representation of the reporting of the 2019 Presidential Election peace campaign declaration in the online media Liputan6.com and Tempo.co. Using Zhongdang Pan and Gerald M. Kosicky's framing analysis, the research reveals that Liputan6.com's coverage emphasizes a peaceful campaign that is free of hoaxes and anti-SARA, while Tempo.co emphasizes more on democratic and dignified themes. This study has similarities with the author's research which also uses Pan and Kosicky's framing analysis as a research method and the object of research also uses online media Liputan6.com and Tempo.co

2. METHODS

The approach used in this research is a descriptive qualitative approach with the analysis method using framing analysis. Mustika (2017) explains that a qualitative approach is used to get a complete picture in interpreting a reality that is researched with a holistic approach, and does not take measurements on parts of the reality. The descriptive nature of the research aims to describe the characteristics of the news on the two online media used, namely Tempo.co and Liputan6.com. Sources of data come from both portals with the title "Viral Trucks Enter the Habitat of Komodo, This is an Ongoing Project on Rinca Island" on the online news portal travel.tempo.co and "Viral, Komodo Hinders Project Trucks on Rinca Island" for headlines on Liputan6.com. The framing analysis method used to analyze the data is the Zhongdang Pan and Gerald M. Kosicky analysis. The researcher uses Pan and Kosicky's framing analysis because the analysis model is sharper than other framing analysis models, and the view of framing as a public discourse on issues or policies that are constructed and negotiated. Pan and Kosicky grouped the structure of the analysis into four sub-categories, namely syntactic, script, thematic, and also rhetorical. This analysis is used to see the differences in reporting on the Komodo island project issue than the two online news portals

Emeraldien (2019) states that framing has a dual role, namely as a method or as a theory. What this means is that the Pan and Kosicky framing analysis, apart from being seen as a scientific basis, can also be used as a way to analyze data. Framing analysis according to Pan and Kosicky is a process of making messages to be more prominent and placing more information in comparison so that more audiences will see the message.

Pan and Kosicky argued that the framing analysis was divided into four parts of the analysis structure. The first is syntax, which leads to the stability of the discussion in the news, how word by word is arranged into an appropriate sentence. Connect with headlines, news leads, background information, opinion statements, quotes and observations on events. The second is script, news can also be said as a story. This section indicates an analysis of how the story is told by a journalist or reporter and how the news is packaged. The third is the thematic structure, not all news about events or events, but also issues. The analysis was carried out on the sentence structure so that it became the news text as a whole. Then the last one is the rhetorical structure, which relates to how a journalist's writing style is, such as selection and word plays related to the desired effect. The emphasis of news that is emphasized by journalists is seen from the vocabulary, idioms, figure of speech, attached photos / images, and also graphics to support the news freshness.

Table 1. Schematic Table of the Framing Analysis Approach

Source: Eriyanto (2011)

Structure	Framing Equipment	Observed Unit
SINTAXIS How journalist write the news	1. News scheme	Headline, lead, latar information backgropund, citation, information sources
SCRIPT How journalist formulate facts	1. Completed news	5 W + 1 H
THEMATIC How journalist write the facts	1. Detail 2. coherence 3. sentence structure 4. words	Paragraph, sentence proportion, relation between sentence
RETORIC How Journalist emphasize the facts	1. Lexicon 2. Graphics 3. Metaphore	Words, idiom, picture, photo

3. RESULTS AND DISCUSSION

This framing analysis was carried out on news published by Tempo.co and Liputan6.com related to the Komodo "Jurassic Park" project in NTT. The data obtained were analyzed using the schemes and concepts of the Zhongdan Pan and Gerald M. Kosicky analysis model, there are four groupings of elements, namely, syntax (how journalists compile news), scripts (how journalists formulates facts), thematic (how journalists write facts), and rhetorically (how journalists emphasize facts). The results and discussion are as follows:

Syntax

The headline of Tempo.co's news is "Viral Trucks Enter the Habitat of Komodo, This is an Ongoing Project on Rinca Island." The news lead tells of a viral photo of a Komodo dragon facing a project truck. Meanwhile, "Viral, Komodo Obstructs Project Trucks on Rinca Island" is the headline of Liputan 6.com. Starting from the tweet of an account in cyberspace about a Komodo dragon face to face with a truck until then the tweet began to attract the attention of Indonesian netizens. Netizens accuse the government of being selfish by building this tourist spot without thinking about the life of the Komodo dragons and the local residents of the island.

The background information on the news of Tempo.co, is explaining the development of the Rinca Island area which consists of five jobs and information that this development is taking place with attention to social, environmental and economic aspects. The information background provided by Liputan 6.com is also informative and includes many direct quotes that from netizens' tweets on social media as well as quotes from government explanations regarding the issue of this project. At Tempo.co, there are four direct quotes. Two direct quotes from the Minister of Public Works and Public Housing Basuki Hadimuljono, one direct quote from the Head of the NTT Provincial Settlement Infrastructure Center Herman Tobo, and one direct quote from the Chairman of Formapp Aloysius Suhartim Karya.

When viewed from the headline and content of the news, Tempo.co is already linear, but the portion of the news is uneven. There is only one quote from the Tourism Care and Rescue Community Forum (Formapp) which contradicts this development, Suhartim Karya's statement also closes the news. Basuki and Herman Tobo's statements echo that this infrastructure development will not damage the area and always pay attention to the environment, social and economy. The portions of the two sources were more so that it seemed to convince the reader that this project was not entirely a bad idea.

The syntactic structure of Liputan6.com news is continuous between the headline and content of the news but also contains how the project development process takes place and the government's defense which states that development has gone through many expert considerations and will not damage the original habitat of the Komodo dragon, as quoted from

the explanation from the Head of the Provincial Housing Infrastructure. NTT Herman Tobo "We are always accompanied by a ranger from the Komodo National Park, so that the process of building infrastructure and facilities does not damage or disturb the habitat of the Komodo dragons." It can be concluded that the two stories both highlight the opinion and defense of the government towards the premium tourism development project

Judging from the syntactic structure, Liputan6.com and Tempo.co have almost the same news structure. Liputan6.com and Tempo.co are consistent in terms of headlines, leads, background information, quotes, source statements, and closings. The addition of quotes from Twitter netizens to the Liputan6.com news and only one quote from the Formapp chairman to Tempo.co shows that the two online media do not provide balanced news. This is inappropriate because to fulfill the public's rights, journalists must be able to present the truth. In other words, journalists must not prioritize partisanship and must be able to cover all the objects that they report. This is commonly known as the coverboth side (Emeraldien et al., 2019).

Script

For the script, Tempo.co does not fulfill the 5W + 1H elements which are the requirements for completing news writing. The 5W + 1H elements that can be found in news about the Komodo 'Jurassic Park' project in Tempo.co include: (1) What: The ongoing project on Rinca Island; (2) When: Monday, October 26, 2020; (3) Where: The Komodo 'Jurassic Park' project takes place on Rinca Island, Labuan Bajo, NTT; (4) Who: Minister of PUPR Basuki Hadimuljono, Head of the NTT Provincial Settlement Infrastructure Center Herman Tobo, Chairman of Formapp Aloysius Suhartim Karya; (5) How: development of the island area of Rinca includes five jobs. First, the construction of the Loh Buaya Pier. Second, the construction of a beach guard that functions as a path for access in and out. Third, the construction of an elevated deck. Fourth, development of an integrated information center. Fifth, building lodging for rangers, tour guides, and researchers.

In the news on Tempo.co, the researchers experienced difficulties in analyzing the 'why' element. This is because the statements available from various sources do not mention why this project was held. The resource persons' comments emphasized how the project process was going. Meanwhile, the coverage script on Liputan6.com includes: (1) What: Development of a tourism object project on the island of Rinca which went viral on Twitter; (2) When: Monday, October 26, 2020; (3) Where: The Komodo 'Jurassic Park' project takes place on Rinca Island, Komodo Islands, NTT; (4) Who: Netizens on social media platforms, Minister of PUPR Basuki Hadimuljono, Head of the NTT Provincial Settlement Infrastructure, Herman Tobo; (5) How: a tweet on the @KawanBaikKomodo

account on Twitter social media attracted the attention of Indonesian netizens by uploading a photo of a Komodo dragon facing the project truck

Thematic

The coverage of Tempo.co emphasizes how the development takes into account environmental, social and economic aspects, but what is written in the headline is already contained in the content of the news. So, the proportion of the sentences reported by Tempo.co mostly covered statements from the government's point of view regarding this project. The relationship between sentences is in harmony. Similar to Tempo.co, the coverage of Liputan6.com also emphasizes clarification statements from the government regarding the project, in which the news articles contain many sentences and paragraphs that contain clarification elements from the government. Even though at Tempo.co there is a quote from the head of Formapp and there is a tweet from netizens on Liputan6.com coverage, it still shows that the news is not balanced, the portion of statements that are pro to this project is greater than the statements that are against this project.

Rhetorical

In emphasizing the facts, Liputan6.com provided several photos in this news article, namely the photos uploaded by the @KawanBaikKomodo twitter account and became the beginning of the viral issue of the tourism development project. The photo shows how the Komodo dragon and the truck carrying materials for the construction project undertaken by the government go side-by-side. Making a series of speculations from netizens with just one photo. In addition, there is also a photo in the form of a screenshot of the @KawanBaikKomodo account tweet which was the start of the viral issue of this project. In this news article, there is no emphasis on facts in the form of an articulated word, everything is in the form of an actual word. Meanwhile, in the news on Tempo.co, journalists only included one photo, namely a Komodo dragon taken from the front angle, there was no photo of a truck or an ongoing project.

4. CONCLUSION

From the results of research related to framing analysis of the coverage of the Komodo "Jurassic Park" project on the online media Liputan6.com and Tempo.co, several conclusions can be drawn, namely:

- Liputan6.com and Tempo.co have almost the same coverage from the syntactic structure. Both liputan6.com and Tempo.co are consistent in terms of headlines, leads, background information, quotes, source statements, and closings. The report to

Tempo.co emphasized information that this development was taking place by taking into account social, environmental and economic aspects. Meanwhile, the news on Liputan6.com, apart from informing the development of this project, also includes quotes from comments from netizens on Twitter who expressed their disapproval of the Komodo "Jurassic Park" project.

- Judging from the structure of the script, Liputan6.com coverage contains the complete 5W + 1H elements. However, Tempo.co's news did not meet the 5W + 1H elements, researchers had difficulty analyzing the why element, because none of the informants' statements stated why this project was held.
- Judging from the thematic elements, the coverage of Tempo.co and Liputan6.com is more focused on statements from the government's point of view regarding this project. The government provides clarification on this project.
- There is a difference between Liputan6.com and Tempo.co in emphasizing facts from their rhetorical structure. Liputan6.com provides images or photos that are relevant to the title while Tempo.co only includes one photo, namely a Komodo dragon taken from the front angle, there is no photo of a truck or an ongoing project.

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