

ANALISIS FRAMING TENTANG HOAX PENGOBATAN COVID-19 PADA MEDIA OKEZONE.COM

(Analisis Framing Model Robert N. Entman pada portal berita online Okezone.com periode 1 Maret – 22 Maret 2020))

FRAMING ANALYSIS ABOUT HOAX FOR COVID-19 TREATMENT ON OKEZONE.COM MEDIA

(Framing Analysis by Robert N. Entman on the Okezone.com online news portal period 1st March – 22nd March 2020))

Friza Aldila¹ , Reni Nuraeni, S.Sos., M.Si²

¹Student of Communication Studies Study Program, Communication and Business Faculty, Telkom University

²Supervisor of Communication Studies Study Program, Communication and Business Faculty, Telkom University

frizaldila@telkomuniversity.ac.id

reninuraeni@telkomuniversity.ac.id

ABSTRAK

Pada zaman serba online seperti sekarang, media online merupakan platform yang menjadi acuan masyarakat pada zaman sekarang untuk sekedar mencari informasi ataupun mencari berita terupdate yang terjadi di sekitar mereka atau diseluruh dunia sekalipun. Masyarakat masih banyak menyebarkan hoax pada saat pandemic ini melalui berbagai platform. Pemberitaan terbanyak di Indonesia yang menjadi ranking kedua penyebaran hoax yaitu penyebaran hoax mengenai kesehatan. Media memiliki bingkai tersendiri dalam memberitakan peristiwa hoax pengobatan Covid-19 ini, salah satunya portal media Okezone.com. Penelitian ini bertujuan untuk mengetahui bagaimana Okezone.com membingkai pemberitaan hoax pengobatan Covid-19, menggunakan bingkai model Robert N. Entman melalui seleksi isu dan penonjolan aspek. Penelitian ini menggunakan paradigma konstruktivisme dan metode kualitatif. Hasil penelitian ini dalam menyeleksi isu, Okezone.com cenderung melihat peristiwa hoax pengobatan Covid-19 sebagai kesalahan masyarakat dalam menerima informasi di media online yang beredar. Dalam penonjolan aspek, dilihat dari penulisan fakta Okezone.com cenderung menonjolkan masalah kebenaran dari hoax pengobatan Covid-19.

Kata Kunci: Analisis Framing, Robert N. Entman, Hoax, Covid-19

ABSTRACT

In this era of being completely online, online media is a platform that is a reference for people today to simply find information or look for the latest news that is happening around them or even in the world. The public still has a lot of hoaxes at the time of this pandemic through various platforms. The most coverage in Indonesia, which ranks second in the spread of hoaxes, is the spread of hoaxes about health. The media has a life frame in reporting the Covid-19 hoax, one of which is the Okezone.com media portal. This study aims to find out how Okezone.com frames Covid-19 treatment hoax reporting, using the Robert N. Entman model frame through issue selection and aspect prominence. This study uses a constructivism paradigm and qualitative methods. The results of research in selecting problems, Okezone.com tends to see the hoax incident of Covid-19 treatment as a public mistake in receiving information in incoming online media. In the highlighting aspect, judging by the fact that Okezone.com is proven to be true of the fake Covid-19 treatment

Keywords: Framing Analysis, Robert N. Entman, Hoax, Covid-19

A. INTRODUCTION

2012 is the year when a hoax news first appeared in Indonesia the year is the moment where the election of the governor ongoing and at the time there were unscrupulous spread fabricated news or a hoax and trusted by the community and since that is developing until now. Indonesia ranks second regarding the spread of Health Hoaxes. Data from the Ministry of Communication and Informatics (KOMINFO) in 2019 found nearly 2,000 hoaxes spread across Indonesia. Apparently, 10 percent of them are related to health. "This means that health hoaxes are in second place after government and politics," said the Chairman of the Indonesian Health Law Society, doctor Mahesa Paranadipa, in a media briefing in Jakarta on Saturday, February 29, 2020.

Because online media is now the easiest platform for mankind to get information from all over the world, especially during a pandemic, information can be obtained through news, broadcast messages, videos, and many other forms of media that can be used as a source of information for many people. Based on these observations, it can be concluded that Okezone.com is the media that most intensively reports on Covid-19 hoaxes by searching using the keyword "Covid-19 hoax for March period" compared to Detik.com and Tribunews.com.

Framing analysis is an analysis that focuses on how the media package and frame news. This process is generally reported and emphasizes certain aspects of events through the help of words, sentence accents, pictures, and other tools. (Eriyanto, 200: xxi). The reason the researcher uses Robert N. Entman is framing analysis is because Entman sees that framing is an analysis that leads to understanding and selecting facts by the media. The media interprets an existing reality or event by choosing the issue to be presented and ignoring other issues, as well as accentuating certain realities in every news that the media does. Eriyanto said that Entman is framing was not detailed rhetorically but rather looked at how an event was understood and then framed and presented to the public (Eriyanto, 2012: 328).

B. LITERATURE REVIEW AND DISCUSSION

1. Communication

Communication is the art of delivering information in the form of messages, ideas, attitudes and ideas, from communicators to communicants. The process of delivering information from communicators to communicants has many benefits in the life process of individuals and the wider community (Suryanto, 2015: 54).

2. Mass Communication

Mass communication (mass communication) is defined as a type of human communication which appeared together with the use of communication tools that can convey messages simultaneously (Wiryanto, 2000: 1)

3. New Media

Martin and Creeber (2009: 2) define new media as a product that mediates communication technology with digital computers. This new media provides space in the social dynamics of society, namely: telematics, culture, sociology, communication etc. New media also have almost all the social needs of the community, from information, radio, TV, text media etc

4. News

News is information that has been processed and processed by journalists and has a relative advantage, sometimes it can be subjective and sometimes it is objective. Basically, news is a report about facts and opinions that are interesting or important to be conveyed to the public and delivered on time (Arief Wibowo, 2006: 39-40).

5. Ideology Media

Ideology is a system of ideas expressed in communication. In the most general and soft sense, ideology is an organized mind, namely values, orientations, and tendencies that complement each other so as to form perspectives of ideas expressed through communication with technological media and interpersonal communication (Lull, 1998: 1)

6. **Constructivism Reality**

It describes a social process through its actions and interactions, where individuals create continuously a reality that is shared and experienced subjectively. Burhan Bungin, *Konstruksi Sosial Media Massa*, (Jakarta: Kencana Prenada Media Group, 2008) h. 13

7. **Framing Analysis**

According to Eriyanto (2002: 3) framing analysis is an analysis to find out how reality (groups, individuals, events, etc.) is framed by the media

8. **Framing Analysis of Robert N. Entman**

The concept stated by Entman that framing refers to providing definitions, explanations, evaluations, and recommendations in a discourse to emphasize a certain thought about an event (Eriyanto, 2002: 224).

9. **Hoax**

Chen Et Al, stated that hoaxes are misleading and dangerous information because they mislead human perceptions by conveying false information as truth. (Christiany Juditha, 2018 : 33.)

C. RESERACH METHOD

The research method used by the author is a qualitative method using Robert N. Entman framing analysis. Qualitative research is a research procedure that produces written or spoken words from people who can be observed. (Moleong, 2002 p.3) Then the research has its hallmark, namely research begins inductively. So the inductive way begins with an event fact or reality that is not an assumption or hypothesis (Raco, 2010: 59).

D. RESULTS AND DISCUSSION

According to the views of Berger and Luckman (Eriyanto, 2002: 16), the dialectical process in creating reality, from three stages of events. First, externalization, which is an expression of the human self to the world, both physically and mentally. Second objectivation. Is the result of the externalization process. Third, internalization, so that individual subjective is influenced by social structure.

In the externalization stage, in understanding the Covid-19 treatment hoax event, seeing this treatment hoax event as an experiment or experiment in the community because there is no original drug and a definite source. This is then considered as a framework for understanding what happened. Next is the objectivity stage, where the news is made by Okezone.com itself. Namely, making a summary of the myths that are circulating about the treatment of Covid-19. Finally, the internalization stage, the understanding framework of externalization is used to explain events. At this stage, Okezone.com journalists saw the reality of the actions of WHO as a very important health organization in the world, in dealing with problems that occurred in the circulating Covid-19 treatment hoax. This is internalized so that there is a dialectic between how Okezone.com understands events with what is in reality.

From the analysis of five news stories about Covid-19 treatment hoaxes in the March 2020 period, the authors obtained the overall results of the four sets of Robert N. Entman's frame elements. By looking at the overall results of the analysis of five news reports with four Entman devices, the authors can see how Okezone.com understands the Covid-19 treatment hoax that is widely circulating in the community. According to Entman, in the process of defining facts, there are four ways that are often used by the media. The four ways are problem identification, casual interperatation, moral evaluation, and treatment recommendation. (Eriyanto, 2002: 233).

E. CONCLUSION

From the analysis of the discussion regarding the Okezone.com frame of the Covid-19 treatment hoax news, the authors found that Okezone.com has its own frame in reporting the Covid-19 treatment hoax news, which can be seen from the selection of issues and the prominence of aspects. Selection of issues, based on the results of the overall analysis, Okezone.com tends to report the problem of Covid-19 treatment hoaxes circulating as a community experiment during the pandemic and believes that things are being done without being based on definite media knowledge. The accentuation of aspects. In emphasizing the aspects of writing, the writer finds that there are several aspects that stand out by blaming a platform and using the phrase "myth" as the headline. In fact, other words or sentences can still be used to attract people's attention to read without blaming other parties or manipulating words.

F. BIBLIOGRAPHY

Arief Wibowo, 2006, Kajian tentang Perilaku Pengguna Sistem Informasi dengan Pendekatan Technology Acceptance Model (TAM), Universitas Budi Luhur, Jakarta

Bungin, M. Burhan. 2009. Penelitian Kualitatif. Cetakan ke 3. Jakarta: Kencana Prenada Media Group

Christiany Juditha, "Hoax Communication Interactions in Social Media and Their Anticipation". Pekommas Journal, Vol. 3, No. 1 (Th. 2018), p. 33.

Cangara, Hafied. 2006. Pengantar Ilmu Komunikasi. Jakarta: PT Raja Grafindo Persada

Drs. Alex Sobur (2009). Analisis Teks Media : Suatu Pengantar untuk Analisis Wacana, Analisis Semiotik, Analisis Framing

Eriyanto, (2002). Analisis Framing: Konstruksi, Ideologi, dan Politik Media

Eriyanto (2017). Analisis Wacana: Pengantar Teks Analisis Teks Media

Eriyanto (2012) Analisis Framing, Pengantar Dr. Deddy Mulyana, M.A

James Lull, 1998. "Media Komunikasi Kebudayaan". Yayasan Obor Indonesia. Jakarta.

Moleong Lexy, 2002, Metode Penelitian Kualitatif, Bandung : CV. Remaja
Muhtadi, Asep Saeful. 2016. Pengantar Ilmu Jurnalistik. Bandung: Simbiosis. Rekatama Media

Pekommas Journal, Vol. 3, No. 1 (Th. 2018), p. 33.

Pujileksono, Sugeng. 2015. Metode Penelitian Komunikasi Kualitatif. Malang: Kelompok Intrans Publishing

Raco. (2010), Metode Penelitian Kualitatif Jenis, Karakteristik dan Keunggulannya, Gramedia Widiasarana Indonesia, Jakarta

Regia Fiorentina, Analisis Framing Pemberitaan "Reuni Akbar 212" Analisis Model Robert N. Entman Media Online Kompas.com dan Republika.com Edisi 2 November 2017 – 9 Desember 2017

Rosmawaty. 2010. Mengenal Ilmu Komunikasi. Bandung: Widya Padjajaran

Romli, Khomsahrial. 2014. Komunikasi Organisasi Lengkap. Grasindo: Jakarta

Santana, K. Septiawan. 2005. Jurnanisme Kontemporer. Jakarta: Yayasan Obor Indonesia

Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung : Alfabeta, CV.

Sugiyono. (2015). Pengantar Ilmu Komunikasi, Bandung : Pustaka Setia

Suryawati, Indah. 2011. Jurnalistik : Suatu Pengantar Teori dan Praktek. Bogor : Ghalia Indonesia.

- Dhimas Ginanjar (2017, January 07) Sejarah Fenomena Berita Hoax di Indonesia (<https://www.jawapos.com/oto-dan-teknologi/07/01/2017/sejarah-fenomenaberita-hoax-di-indonesia/> Access on 13 October 2020 at 09:15) Jawapos : “Sejarah Fenomena Berita Hoax di Indonesia”)
- Binti Mufarida (2020, Agustus 09) KOMINFO Mencatat Sebanyak 1028 Tersebar Terkait Covid-19 https://kominfo.go.id/content/detail/28536/kominfo-mencatat-sebanyak-1028-hoakstersebar-terkait-covid-19/sorotan_media Access on 13 October 2020 at 09:35) Kominfo “Kominfo Mencatat Sebanyak 1028 Hoax Tersebar Terkait Covid-19)
- Achmad Reyhan Dwiyanto (2020, Februari 29) Hoax Virus Corona Merajalela, Kenapa Orang Mudah Percaya Berita Bohong? <https://health.detik.com/berita-detikhealth/d-4920093/hoax-virus-corona-merajalelakenapa-orang-easily-percaya-berita-bohong>, accessed on 13 October 2020 11:10)
- KumparanSains (2020,Agustus,17) Indonesia Negara dengan Hoaks dan Teori Konspirasi Corona Terbanyak <https://kumparan.com/kumparansains/indonesia-negara-dengan-hoaks-dan-teorikonspiracy-corona-terbanyak-1u0JnqOXilm/full> accessed on October 13 2020 11:44)