

## Framing Analysis of G20 Bali Summit Coverage on Online Media CNNINDONESIA.Com and Metrotvnews.Com

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### ABSTRACT

G20 Bali Summit the seventeenth meeting of the Group of Twenty (G20). The summit has been held in Bali, Indonesia, in 2022. The Indonesian Presidency runs from December 1, 2021 until the summit in the fourth quarter of 2022. This study aims to find out how online media *CNNIndonesia.com* and *Metrotvnews.com* framing their news of the G20 Bali Summit news. Through framing analysis, you can see and process information to shape the perspective of Indonesian people on the same event in the online media. This study used qualitative methods using Robert Entman's framing model analysis. The framing analysis method carried out was to analyze 10 news items in the two online media about the activities of the G20 Bali Summit. This news analysis was carried out with four measuring tools of the Robert N. Entman model, namely define problem, diagnose problem, make moral judgment, and treatment recommendation. The results of the study concluded that online media *CNNIndonesia.com* and *Metrotvnews.com* have carried out moral judgment, namely discussing economic recovery in crisis due to the Covid-19 pandemic so that President Joko Widodo in his opening speech at the G20 Bali Summit invited all G20 heads of state to work together in the success of this activity in order to restore the economy.

**Keywords:** Framing analysis, KTT G20 Bali, online media.



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### 1. INTRODUCTION

The internet has become an indispensable source of information in the lives of modern humans today. The internet has become a necessity for daily activities, showing that humans can no longer be separated from the internet or digital technology. In the current internet era, all information is very easy to find, this is not strange because the media is also competing to be part of this (Sutisna, 2020).

Information and news have become very important needs for our society today, almost all people need information. News is not only the consumption of certain circles, but now almost everyone needs news. News will be highly anticipated when the news presented is ongoing or has just taken place (Supriadi et al., 2021).

Basically, framing is a method to look at the media's storytelling of events. The way of telling the story is reflected in the way of looking at the reality that is made into news. This way of seeing affects the final result of reality construction (Eriyanto, 2020).

The idea of framing theory was first proposed by Beterson in 1955. Initially, a frame was defined as a conceptual structure or set of beliefs that organise views, policies, and political discourse, and that provide standard categories for appreciating reality (Santoso, 2021).

Since 1 December 2022, President Jokowi has been the President of the Group of 20 Member States Summit (G20 Indonesia 2022 Summit) which took place in October-November 2022. The G20 is a form of cooperation between G20 countries in the form of a multilateral cooperation forum consisting of 19 major countries and the European Union (EU), therefore Indonesia must maintain their honour and trust as the holder of the 2022 Indonesia G20 Summit Presidency. Indonesia as the G20 presidency holder has organised the 17th G20 summit in Bali with the theme Recover together, Recover stronger. With this theme, Indonesia invites the whole world to work together, support each other to recover together and grow stronger and more sustainable (Ariawan et al., 2022).

CNNIndonesia.com and metrotvnews.com are two of the many online media that took part in the coverage of the G20 Summit in Bali. The two online media always report on economic and socio-political aspects in their news. The hypothesis is that the two online media are framing the socio-political and economic interests attended by all heads of state of each member country of the G20 group. Framing analysis is an analysis used to see how the media constructs reality. Framing analysis is also used to see how events are understood and framed by the media. The centre of attention in framing analysis is the formation of messages from the text (Asri & Jemat, 2012).

The reason the researcher chose the news about the G20 Summit in Bali is because dozens of state leaders, including Chinese President Xi Jinping to Saudi Crown Prince Mohammed bin Salman, will follow the agenda of the G20 summit in Bali. Therefore, researchers are interested in analysing how online media,

especially CNNIndonesia.com and metrotvnews.com, construct the news of the G20 Summit in Bali.

CNNIndonesia.com is one of the news sites in Indonesia to deliver news in the form of graphics, photos and videos of an event, a matter that is worth delivering and is interesting and as much as possible opens insight (CNNIndonesia, 2023).

Metrotvnews.com is a summary of news that has been broadcast through Metro TV television broadcasts established by PT Media Televisi Indonesia. Then Metro Tv created an online media site, namely Metrotvnews, where this site provides information from the latest events and news that has passed (Metro TV, 2023).

## 2. LITERATURE REVIEW

### 2.1 Mass Communication

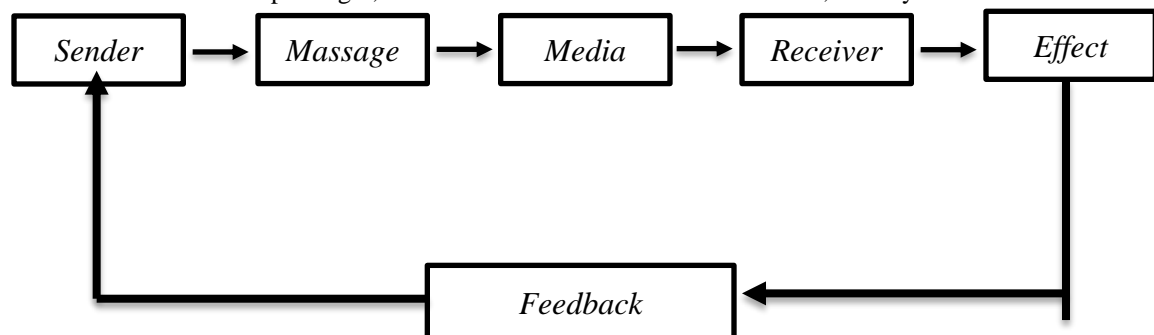
Communication technology marked by digitalisation, convergence, internet, produces technologies and applications that fill all forms of communication ranging from interpersonal communication, interpersonal communication, group communication, and mass communication. Communication technology has enabled everyone to send messages through various forms of communication (Santoso, 2021).

### 2.2 Characteristics of Mass Communication

Khomsahrial Romli (2015) calls the characteristics of communication visible from the communication process that uses mass media, whether the media is audio visual or print media, so it can be concluded that communication is communication involving institutions and communicators involved in complex organisations. The characteristics of mass communication include:

- a. Communicators in mass communication are institutionalised.
- b. Communicants in mass communication are heterogeneous.
- c. The message is generalised.
- d. Communication takes place in one direction.
- e. Mass communication causes uniformity.
- f. Limited sensory stimulation due to dependence on the type of mass media.
- g. Feedback is delayed and indirect.

Based on Lasswell's paradigm, the communication model can be studied, namely:



**Figure 2.1 Paradigma Lasswell. (K. Romli, 2015)**

Sender : The communicator (message sender) who delivers the message.

Message : The message that is delivered.

Receiver : Communicator (person) who receives the message.

Effect : The difference between what the communicant thinks, feels and does before and after receiving the message.

Feedback : Feedback, namely the communicant's response.

### 2.3 Media

Media is a means used to convey and receive information either through mass media, online media or directly needed by the audience. Social media is a medium for socialising with each other and is done online which allows humans to interact with each other without being limited by space and time (Rafi, 2021).

### 2.4 New Media

New media is the mastery of information technology where this certainly brings changes in society including the users of the new media, now also can be directly involved in the process such as the presence of social media as new media making the internet as an appropriate tool used to disseminate the influence and impact of social media. Although new media is often called cyberspace, its 'presence' appears not physically or virtually. This makes new media have its own cultural character, but it is not a culture like in general that believes and tries to make wishes come true but a digital culture (Indrawan & Ilmar, 2018).

### 2.5. Online Media

The use of communication media facilities today has grown so rapidly along with advances in communication technology, where we are faced with many choices to be able to convey / access information

both through conventional media such as print media and electronic media and the most developed is online media. Online media is any type of media or means of communication that is presented online via an internet connection, such as email, websites, blogs, social media, social networks, including chat applications such as WhatsApp and Line. (Fikri et al, 2022).

## **2.6. The News**

News is the fastest report of an event or incident that is factual, important, and interesting to most readers and concerns their interests. (A. S. M. Romli, 2018) News is also a management information system, where management information systems are information systems used to support management operations and decision makers in an organisation. (Suri & Puspaningrum, 2020).

## **2.7. Social Construction**

According to Bungin, the term social construction or reality has become famous since it was first introduced by Peter L. Berger and Thomas Luckmann through their book entitled: *The Social Construction of Reality, a Treatise in the Sociology of Knowledge*. The two sociologists describe the social process through their actions and interactions, in which individuals create continuously a reality that is subjectively shared and experienced. Peter L. Berger and Luckmann's social construction of reality theory and approach has been revised by looking at the phenomenon of mass media as a substance in the process of externalisation, subjectivity, and internalisation.

## **2.8. Mass Media Reality Construction**

Regarding the process of reality construction, in principle, every effort to tell (conceptualise) an event, situation, or object is no exception regarding matters relating to politics is an attempt to construct reality. (Ibnu Hamad, 2004, p. 11) According to the view of constructivism, the media not only has a role as a distributor of messages, but also as a subject in social construction that has its own views and alignments. Mass media are social construction actors who define reality (Santoso, 2021).

## **2.9. Peter L. Berger's Social Reality Construction**

The emergence of Peter Berger's social reality construction theory is motivated by his support for Husserl's Phenomenological tradition which vehemently rejects positivist logic. For Husserl positivism feels that certainty can only be obtained through investigative methodologies that rely solely on empirical - quantitative data, whereas phenomenology argues that what we know must consist of our internal mental impressions. In viewing social reality, Berger's phenomenology is heavily influenced by the phenomenological tradition of his predecessors, namely Edmund Husserl and Alfred Schütz. Once again, Husserl vehemently rejected all formal logical explanations (Pratiwi, 2018).

## **2.10. Peter L. Berger's Theory**

Berger's main thesis is that humans and society are constantly dialectical, dynamic, and plural products. Society is nothing but a human product, but it constantly has an action back against its producer. The dialectical process has three stages which Berger calls moments. There are three stages of events. First, externalisation, which is the outpouring or expression of human self into the world, both in mental and physical activities. second, objectivation, which is the result that has been achieved both mentally and physically from human externalisation activities. third, internalisation. The process of internalisation is more of an absorption of the objective world back into consciousness in such a way that the individual's subjective is affected by the structure of the social world. For Berger, reality is not scientifically moulded, nor is it something handed down by God. Instead, it is shaped and contested. With this understanding, reality is double-faced/plural where everyone can have different constructions of a reality and besides being plural, social construction is also dynamic (Eriyanto, 2020).

## **2.11. Agenda Setting Mass Media**

Agenda setting began to be pioneered in 1968, when research took place on the United States presidential election campaign. This research succeeded in finding a high relationship between news emphasis and how the news was rated by voters, which later became the hypothesis of agenda setting theory. The increasing importance of the topic for the audience (Ritonga, 2018).

# **3. RESEARCH METHODS**

This research uses a descriptive qualitative research approach using the Robert N Entman framing analysis model. Where this type of qualitative research analyses the content of the news about the November 2022 edition of the Bali G20 Summit reported by two online media CNNIndonesia.com and Metrotvnews.com. According to Sugiono, qualitative methods are called new methods, because their popularity is not long, called postpositivistic methods because they are based on the philosophy of postpositivism. (Sugiono, 2019).

In this study, researchers used qualitative research by using observation techniques of news texts in online media and documentation by looking at or analysing documents made by the editorial staff of CNNIndonesia.com and metrotvnews.com. This analysis is used by researchers to get answers from the news content of the two online media. The collection techniques used by researchers include:

- a. Observation by observing the subject through CNNIndonesia.com and Metrotvnews.com online media and objects about the Bali G20 Summit.
- b. Documentation is done by collecting news texts related to the November 2022 edition of the Bali G20 Summit only.

The time used for this research was conducted from December to July 2023. The activity did not have a specific location. Because this type of research is a type of research analysing media content using framing analysis that can be done anywhere or not bound by time and place.pat.

## 4. RESULTS AND DISCUSSION

### 4.1 Results

#### General description of CNNIndonesia.com

The idea of CNN Indonesia, according to Ishadi SK, dates back to 2009, when Trans Media explored a partnership with CNN (at the time still under the control of one of Time Warner/WarnerMedia's subsidiaries, Turner Broadcasting System, until 2019; both Turner and WarnerMedia are now known as Warner Bros. Discovery) in Atlanta, Georgia, USA. In the co-operation plan, it was agreed that CNN Indonesia would broadcast digitally. However, due to the stagnation of digital television in Indonesia, the project could not go ahead at that time. It was only in 2014-2015 that the plan could be implemented, starting with an agreement signed on 28 February 2014 by Chairul Tanjung and Jeff Zucker, representing Trans Media and CNN Worldwide respectively. CT expressed his hope that CNN Indonesia would become the new channel of choice for reliable, interesting and quality news for 24 hours, supplied by professional journalists and CNN itself and be able to become a tool for Indonesia and the world to understand each other. CNN will provide the broadcast plan and broadcasting software, while other needs (such as employees, buildings, equipment etc.) will be supplied by Trans Media (a similar thing also happened later to CNBC Indonesia). The original plan was for CNN Indonesia to go on air in September 2014, and be accessible multiplatform via the CNNIndonesia.com website. However, until that planned time, CNN Indonesia was not yet operational, possibly because it was applying for its Broadcasting Licence to KPI and Regional KPIs for its parent and network.

In the end, CNN Indonesia was officially launched, initially only as a news website called CNNIndonesia.com on 20 October 2014, and was fronted by experienced online journalists such as Budiono Darsono, Yusuf Arifin, and Nezar Patria. Meanwhile, the broadcast first appeared on 3 August 2015, started broadcasting fully since 17 August 2015, and was officially launched during Trans Media's 14th Anniversary on 15 December 2015. Initially, this channel could only be enjoyed on subscription television such as Transvision and IndiHome, but later it also broadcasts terrestrially. Here, CNN Indonesia initially 'shared the channel' with Trans TV in broadcasting its Reportase replacement programme there (which still continues today and later added a joint programme with the Editor of Trans7 whose production was later taken over by CNN Indonesia), but since the end of August 2015, its broadcasts can be enjoyed independently on Trans Media's digital television multiplex (mux) in various regions (in some areas such as Jabodetabek, Bandung, and Surabaya, it was also broadcast on TVRI's mux from 2016 to around 2019 after the completion of the digital television trial).

#### Vision and Mission

Long does not mean boring. Short does not mean shallow. Long and short is not a formula. Short length is not a confinement. Long and short is just a delivery format. A choice. Shallow and boring is a reflection of the unskilled delivery. Not because of the format. Hence our news can be long and it can be short.

Just as we choose not to use just words to convey news. Graphics, photos and videos are also our tools. They can stand alone to tell a story and complement each other as a whole. We don't want to be judges. We don't want to be executioners. Our intention is only to reveal the facts as they are. To cleanse them of bias. We exist solely out of sensitivity. When an event, a matter, is worth telling, interesting, and as insightful as possible. When joy, tragedy, the hidden, and the open need to be known.

**Logo CNNIndonesia.co**

**Figure 4.1.** CNNIndonesia.com Online Media Logo



Source: (CNNIndonesia, 2023)

**Table 4.1** Rubric CNNIndonesia.com

No	News Channel	Description
1	National	Contains national issues that are happening in Indonesia, in terms of law, politics, and important events.
2	International	International issues are divided into several regions including America-Europe, Middle East, Asia Pacific and ASEAN.
3	Economy	Presents news about business, Indonesian economy, corporations, banking and economic technology.
4	Sports	Kanal berita yang menyajikan isu olahraga baik itu sepak bola, basket, motor GP, dan golf.
5	Technology	A news channel that presents sports issues including football, basketball, motorbike GP, and golf.
6	Entertainment	Presenting Indonesian and international celeb, arts and culture, film and music news.
7	Lifestyle	Health news, tips and tricks, travel information and the world of fashion.
8.	Video	Presenting daily video news from each of Aku and Jakarta's news channels and programmes.
9.	Photo	Presents a Photo Gallery on each news channel.
10.	Infographic	Featuring a variety of news issues that are packaged and presented using infographics.
11.	Focus	Displays a collection of predetermined issues from each channel be it national or international issues.

#### MetrotvNews.com logo

**Figure 4.2** Online Metrotvnews.com Logo Media



Source: (Metrotvnews, n.d.)

#### Discussion

Contains Discussion and Results of Framing Analysis on News about the G20 Summit in Bali on online media cnnindonesia.com and metrotvnews.com November 2022 edition. The following is the data found by researchers.

**Table 4.2** Cnnindonesia.com News Data Findings

No	Edisi	News Title
1.	November 2022	Jokowi Officially Opens G20 Summit: We Must Stop War
2.	November 2022	3 Key Points of Jokowi's Speech at the Opening of the G20 Summit in Bali
3.	November 2022	Jokowi wants G20 to be a catalyst for economic recovery
4.	November 2022	Getting to Know the Pandemic Fund Launched on the Sidelines of the G20 Summit
5.	November 2022	Jokowi officially closes G20 Summit, hands over 2023 presidency to Indian PM

**Table 4.3** Metrotvnews.com News Data Findings

No	Edisi	News Title
1.	November 2022	G20 Bali 2022 Summit Officially Opens
2.	November 2022	G20 Bali Summit Reminds Importance of Food Security in Preventing Economic Crisis
3.	November 2022	Jokowi: G20 Summit to Catalyse Inclusive Global Economic Recovery
4.	November 2022	G20 Bali Summit Agrees on Pandemic Fund
5.	November 2022	G20 Bali Summit Officially Closed.

a. Cnnindonesia.com's online media framing of the G20 Summit in Bali.



Figure 4.3 News Analysis 1, source CNNIndonesia.com (Rds, 2022)

Title : Jokowi Officially Opens G20 Summit: We Must Stop War  
Time : 15 November 2022  
Source : Cnnindonesia.com

Table 4.4 CNNIndonesia.com News Analysis Table 1

Define Identification	Politics
Causal Interpretation	The statement mentioned that there were extraordinary challenges such as the crisis caused by the Covid-19 pandemic and the war.
Moral Evaluation	President Jokowi as the head of state firmly stated that the G20 Summit in Bali must succeed and must produce something concrete to help global economic recovery after the Covid-19 pandemic and in the midst of the Russia-Ukraine conflict which has no sign of ending.
Treatment Recommendation	All countries attending the G20 Summit in Bali can commit to working hard to reduce differences to produce something concrete for the world.

Define Identification. The frame developed by CNNIndonesia.com in this news is that President Jokowi opened the G20 Summit in Bali and called on the world to stop the war to avoid crisis. Then Jokowi emphasised that the G20 Summit in Bali which was held for two days must be successful and produce something concrete.

Causal Interpretation. In this news, CNNIndonesia.com considers that a statement stating that there are extraordinary challenges such as a crisis caused by the co-19 pandemic until war occurs. This is what makes jokowi firmly mention that the G20 Summit activities must be successful.

Moral Evaluation. The moral value presented in the news can be seen by how President Jokowi as head of state in his speech stressed that the G20 Summit in Bali must succeed and must produce something concrete to help global economic recovery after the Covid-19 pandemic and in the midst of the Russia-Ukraine conflict which has no sign of ending.

Treatment Recommendation. The resolution of all countries attending the G20 Summit in Bali with a commitment to work hard to reduce differences to produce something concrete for the world.

a. Metrotvnews.com's online media framing of the G20 Summit in Bali.

Figure 4.4 Pembingkaian media online Metrotvnews.com terhadap KTT G20 di Bali



Title : G20 Bali 2022 Summit officially opens  
Time : 15 November 2022  
Source : Metrotvnews.com

**Table 4.5** News Analysis Table 1 Metrotvnews.com

Define Identification	Politics
Causal Interpretation	Jokowi's statement about the challenges faced by the world includes armed conflict, economic recovery after the Covid-19 pandemic, the energy crisis to food security and increasingly sharp rivalries between countries.
Moral Evaluation	By carrying out the G20 Bali 2022 Summit activities, Jokowi emphasised that these activities must be successful in order to restore the global economic crisis after the Covid-19 pandemic.
Treatment Recommendation	Conduct global cooperation between G20 member countries.

**Define Identification.** The frame developed by Metrotvnews.com in this news is that the threat of food crisis is one of the main topics of discussion when President Joko Widodo officially opened the G20 Bali 2022 Summit.

**Causal Interpretation.** In this news, Metrotvnews.com sees that statements stating the challenges faced by the world after the co-19 pandemic, armed conflicts and energy crises to food security and rivalries between countries are getting sharper.

**Moral Evaluation.** The moral value presented in the news can be seen by how President Joko Widodo is trying his best to restore the world economy at the Bali G20 Summit.

**Treatment Recommendation.** The solution is done by means of global cooperation between countries.

#### 4. CONCLUSION

Judging from the results and discussion in this study on CNNIndonesia.com and Metrotvnews.com online media about the news of the Bali G20 Summit using Robert N. Entmant's framing analysis model, 10 news stories are seen as economic and political problems. The cause of the crisis is the covid-19 pandemic, the decline in crop yields and the scarcity of food supply to the market so that President Joko Widodo invites all G20 heads of state to cooperate in the success of this activity in order to restore the economy. Some news suggested President Joko Widodo to be more assertive in dealing with the problems faced and not to let this problem occur for a long time.

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