

**FRAMING ANALYSIS OF KUMPARAN.COM AND
PIKIRANRAKYAT.COM IN COVERING NEWS OF THE
MINISTRY OF RELIGIOUS AFFAIRS' NEW HALAL LOGO**

GRADUATING PAPER

Submitted to the Boards of Examiners as a Fulfillment of the Requirements for
the Degree of *Sarjana Sosial* (S.Sos) Ushuluddin Adab, and Dakwah Faculty
State University for Islamic Study (UIN) K.H. Abdurrahman Wahid Pekalongan



Arranged by:

FARAH FARHATUSSHO IMAH
NIM. 3419013

**COMMUNICATION AND ISLAMIC BROADCASTING STUDY
PROGRAM OF USHULUDDIN, ADAB, AND DAKWAH
FACULTY OF STATE UNIVERSITY FOR ISLAMIC STUDY
K.H. ABDURRAHMAN WAHID PEKALONGAN
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K.H. ABDURRAHMAN WAHID PEKALONGAN
2023**

DECLARATION

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The Writer declares that the graduating paper which titled **“FRAMING ANALYSIS OF KUMPARAN.COM AND PIKIRANRAKYAT.COM IN COVERING NEWS OF THE MINISTRY OF RELIGIOUS AFFAIRS’ NEW HALAL LOGO”** is written by the writer herself. This paper does not contain any materials which have been published by other people; and it does not cite any other people ideas except the information from the references. All the resources that have been used in this research are cited according to the regulation of State University for Islamic Study K.H. Abdurrahman Wahid Pekalongan.

If later found this declaration were turned out as wrong so that the writer would want to be sanctioned based on the regulation of State University for Islamic Study K.H. Abdurrahman Wahid Pekalongan.

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in-

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Number : **3419013**
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This research has been examined at 21th September 2023, and it is declared as **GRADUATE**. According to that, this research is also accepted as a Fulfillment of the Requirements for the Degree of *Sarjana Sosial* (S.Sos) Communication and Islamic Broadcasting of Ushuluddin Adab, and Dakwah Faculty.

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TRANSLITERATION GUIDELINES

The transliteration guidelines used in writing this book are the result of the Joint Decree of the Minister of Religion of the Republic of Indonesia No. 158 of 1987. The transliteration is used to write Arabic words which are considered not yet absorbed into Indonesian. Arabic words have been absorbed into Indonesian as seen in the Linguistic Dictionary or the Big Indonesian Dictionary (KBBI). Broadly speaking, the transliteration guidelines are as follows.

1. Consonant

Arabic consonant phonemes which are in the Arabic writing system are denoted by letters. In transliteration, some are symbolized by letters, some are symbolized by signs, and some are symbolized by letters and signs together.

Below is a list of Arabic letters and transliterations with Latin letters.

Arabic font	Name	Latin letters	Information
ا	Alif	Not denoted	Not denoted
ب	Ba	B	B
ت	Ta	Q	Te
ث	sa	š	ice (with a dot on top)
ج	Jim	J	Je
ح	Ha	ḥ	ha (with dot below)
خ	Kha	Kh	ka and ha
د	Dal	D	De
ذ	Zal	Z	zet (with dot above)

ر	Ra	R	Er
ز	Zai	Z	Zet
س	Sin	S	Ice
ش	Syn	Sy	ice and ye
ص	Sad	ş	ice (with dot below)
ض	Dad	đ	de (with dot below)
ط	Ta	ţ	te (with dot below)
ظ	Za	ẓ	zet (with dot below)
ع	'ain	'	Inverted comma (above)
غ	gains	G	Ge
ف	Fa	F	Eph
ق	Qaf	Q	Qi
ك	caf	K	Ka
ل	Lam	L	El
م	Mim	M	Em
ن	Miss	N	Mr
و	Kite	W	We
ه	Ha	H	Ha
ء	Hamzah	`	Apostrophe
ي	Yes	Y	Ye

2. Vocals

single vowel	Double vowel	Long vowel
أ = a		آ = ā
إ = i	أ ي = ai	إ ي = i
أ = u	أ و = au	أ و = u

3. Ta Marbutah

Ta marbutah life is denoted by /t/

Example:

مرأة جميلة written *mar'atun jamīlah*

Ta marbutah die denoted by /h/

Example:

فاطمة written *fatima*

4. Shaddad (tasydid, gemination)

The gemination sign is symbolized by the same letter as the letter marked with the syaddad.

Example:

ربنا written *rabbana*

البر written *al-birr*

5. Article

The article followed by the syamsiyah letter is transliterated according to the sound, i.e. the sound /I/ is replaced by the same letter as the letter directly following the article.

Example:

الشمس written *asy-syamsu*

الرجل written *ar-rojulu*

السيدة written *as-sayyida*

Articles followed by "qomariyah letters" are transliterated according to their sound, i.e. the sound /i/ is followed separately from the word that follows it and is connected with a sempang sign.

Example:

القمر written *al-qamar*

البديع written *al-badi'*

الجلال written *al-jalal*

6. Hamza letters

Hamzah at the beginning of the word is not transliterated. However, if the hamza is in the middle of a word or at the end of a word, the hamza is transliterated with an apostrophe /`/.

Example:

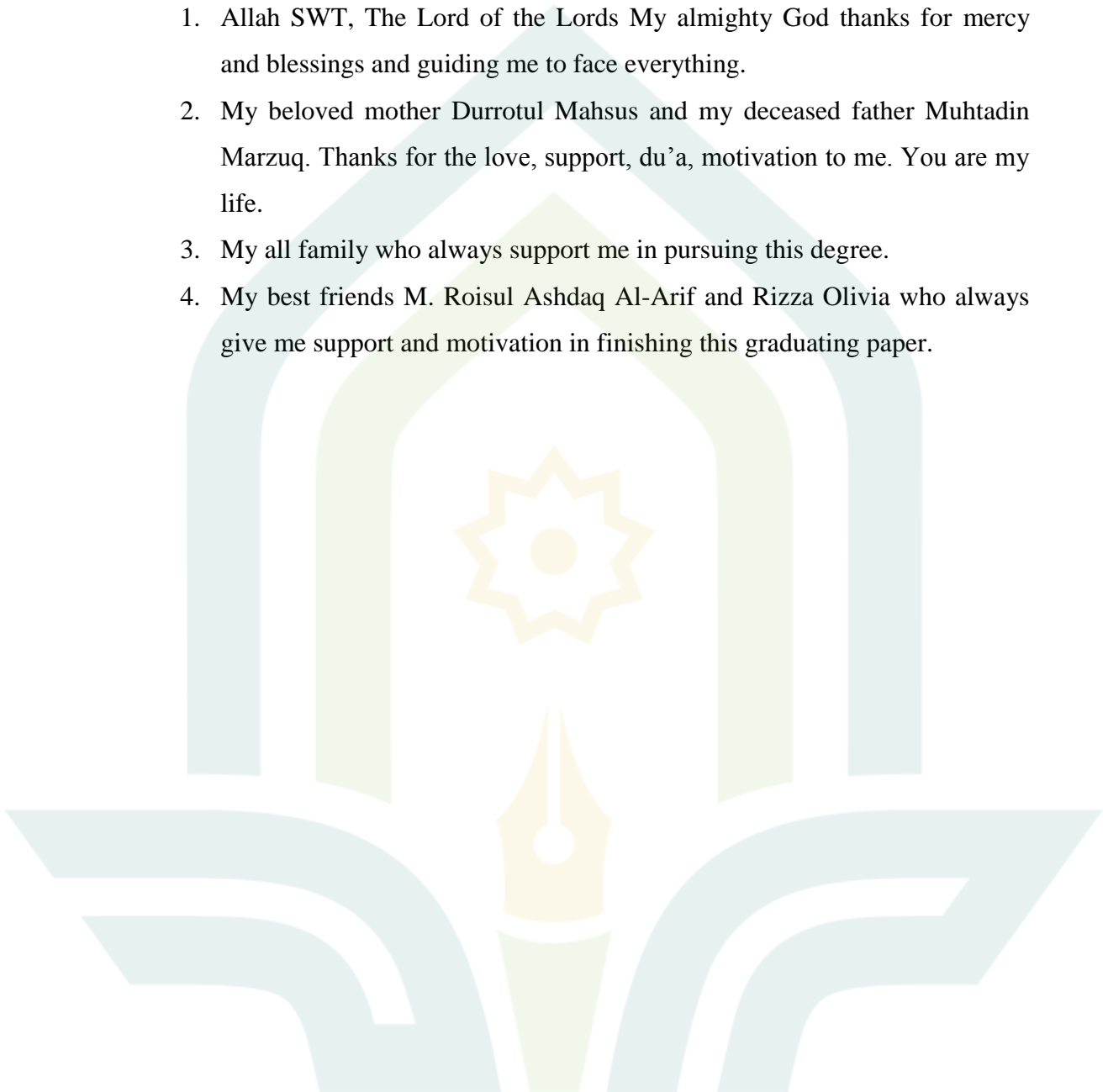
أمرت written *umirtu*

شيء written *shai'un*

DEDICATION

This graduating paper is dedicated:

1. Allah SWT, The Lord of the Lords My almighty God thanks for mercy and blessings and guiding me to face everything.
2. My beloved mother Durrotul Mahsus and my deceased father Muhtadin Marzuq. Thanks for the love, support, du'a, motivation to me. You are my life.
3. My all family who always support me in pursuing this degree.
4. My best friends M. Roisul Ashdaq Al-Arif and Rizza Olivia who always give me support and motivation in finishing this graduating paper.



MOTTO

Be able to strong, be able to shine, those are what I am created for.

-Farah Farhatusso Imah-

It doesn't matter the place where we are now, as long as we can grow in the better way, that's the place which is the best for us.

-Farah Farhatusso Imah-



ABSTRACT

Imah, Farah Farhatusso. 2023. *Framing Analysis of Kumparan.com and Pikiranrakyat.com in Covering News of the Ministry of Religious Affairs' New Halal Logo*. The graduating paper for bachelor degree of Communication and Islamic Broadcasting of Ushuluddin, Adab, and Dakwah Faculty of State University for Islamic Study (UIN) K.H. Abdurrahman Wahid Pekalongan. Councelor Teddy Dyatmika, M.I.Kom.

Keywords: Halal Logo, Framing Analysis, Kumparan.com, and Pikiranrakyat.com.

New halal logo that has been assigned by the The Ministry of Religious Affairs through BPJPH on 10th February 2022 has brought up the controvertial issue. The cons side argues with this determination centering their reason on the logo design and the other side that agrees with this regulation thinks that logo design is not an essential topic that needs to be debated.

This controversy also influenced by several media that herding people into two perspectives. The resarcer has choosen Kumparan and Pikiranrakyat as the media that will be compared in term of their framing in covering news of new halal logo because both of them are incredible media based on similar web. The comparison of both media was based on the news regarding with new halal logo and released on 12-15th March 2023.

This research is aimed to reveal the framing that thet use to cover this issue through Robert N. Entman Framing Theory. Research methodology in this research used descriptive and qualitative approach to define certain aspects that were framed by Kumparan.com and Pikiranrakyat.com. The researcher analysed those articles by Robert N. Entman Framing Analysis indicators, which are problem define, diagnose cause, make moral judgement, and treatment recommendation.

The resarcer elaborated the data through observation, documentation, and data analysis. Based on that, the researcher found that Pikiranrakyat.com used opposite framing to cover the new halal logo issue. It can be seen from the headlines that they made and also the content. However Kumparan.com came with the neutral frame in covering the issue of new halal logo.

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First of all the writer would like to express the deepest thanks to Allah SWT, the lord of the universe and to our beloved Prophet Muhammad Peace Be Upon Him, his family, companions, and followers.

Nowadays the media plays the big role in influencing people. Many issues and problems are covered differently regarding to the media it self. We know that as the media consument we have to be more selective and being sceptic in perceiving some issues from several media. This happened in term of the regulation of new halal logo. This issue was carried by some media in different perspective, bias, and framing. Without being sceptic and selective we would be easily influenced by the frame that is given by the media.

Based on that, the writer would like to present the research with the title “Framing Analysis of Kumparan.com and Pikiranrakyat.com in Covering News of the Ministry of Religious Affairs’ New Halal Logo”.

The writer would like to thank to:

1. Prof. Dr. H. Zaenal Mustakim, M.Ag. Rector of State University for Islamic Studies (UIN) K.H. Abdurrahman Wahid Pekalongan.
2. Prof. Dr. H. Sam’ani, M.Ag. Dean of Ushuluddin, Adab, and Dakwah Faculty of University for Islamic Studies (UIN) K.H. Abdurrahman Wahid Pekalongan.
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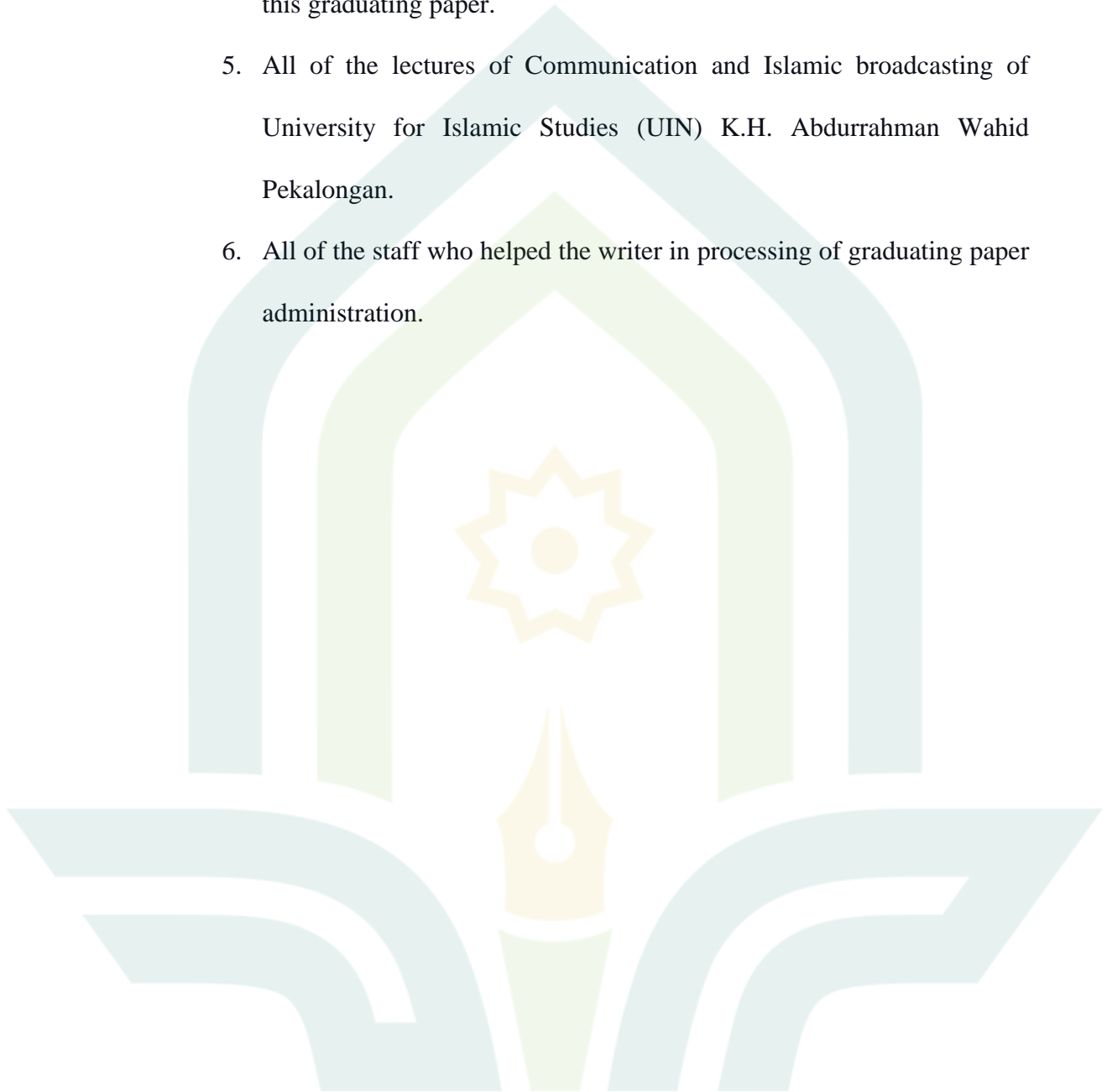


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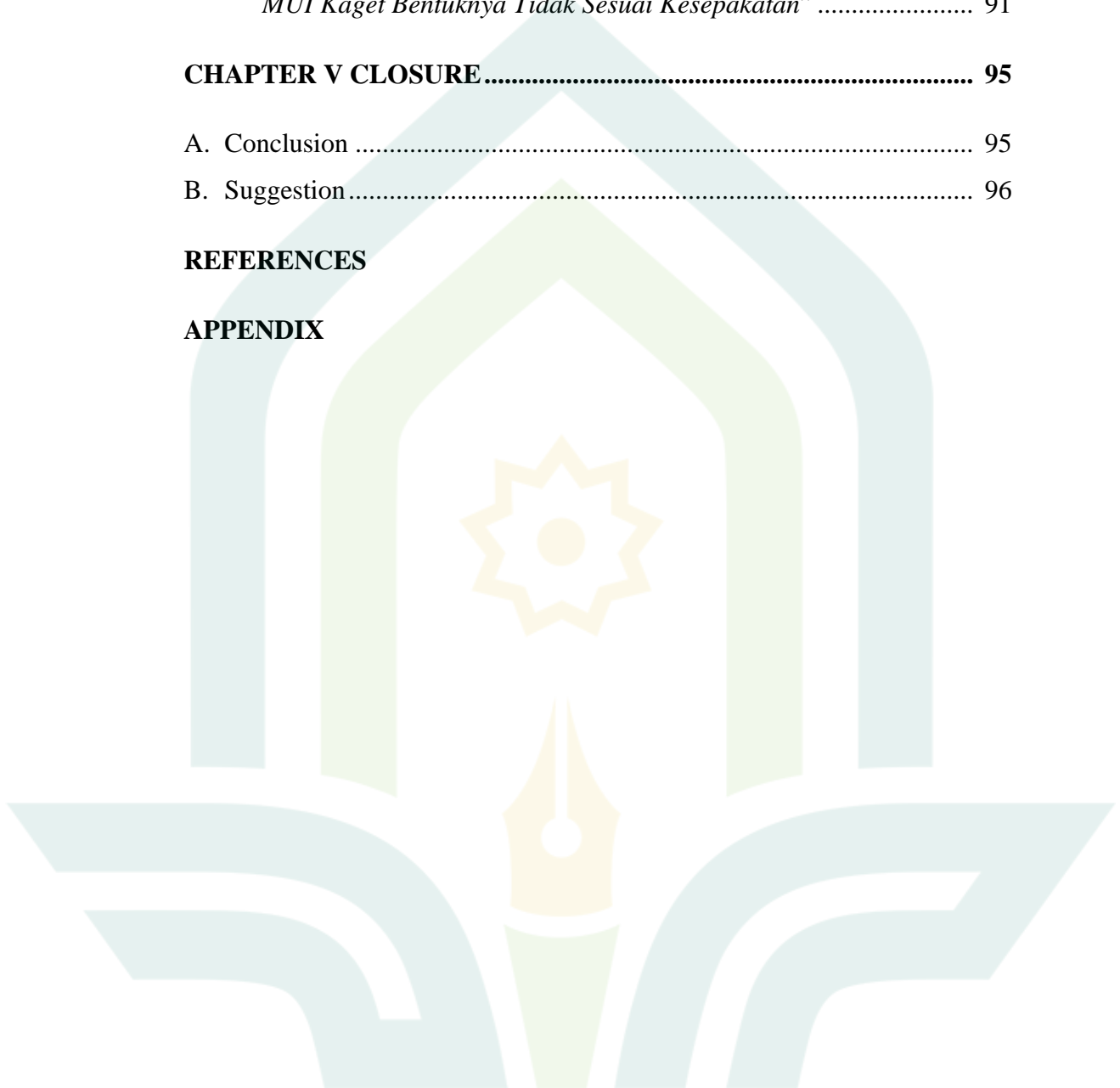


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CHAPTER I

Framing Analysis of Kumparan.com and Pikiranrakyat.com

Introduction

A. Background of Study

BPJPH or Halal Product Guarantee Agency of the Ministry of Religious Affairs has assigned a new halal logo on February 10th, 2022 in Jakarta. This regulation has been assigned by Muhammad Aqil Irham as Head of BPJPH. New halal logo officially can be used from March 1st, 2022. This regulation is made based on Head of BPJPH Decree Number 40, 2022 concerning the determination of the halal label. Muhammad Aqil Irham said that this regulation was made based on Article 37, Number 33, 2014 concerning Halal Product Guarantee (JPH) and Government Regulation (Peraturan Pemerintah/PP) Number 39 of 2021 concerning the implementation of Halal Product Guarantee Sector (JPH). This regulation is also marked to be replacement of Indonesia Ulama Council (MUI)'s halal logo.

Aqil Irham explained that Indonesia Halal Logo is adapted from the Indonesian culture values. The form and pattern which are used on the logo are Indonesia' artifacts that have unique and strong characters represent "Halal Indonesia". Indonesia halal logo consists of two objects, which are Gunungan (Javanese: Mountain) and Surjan (Javanese: Lurik) pattern. Aqil Irham said that, Gunungan simbolizes human live that means more conical. The purple logo is arranged from Arabic calligraphy which are Kha, Lam

Alif, and Lam which read "Halal". On the other hand, the surjan pattern symbolizes the six Islamic pillars. Aqil Irham added his statement that Indonesia halal logo uses purple as the main color of this logo and tosca as the secondary color. In addition, He explained that purple represents faith, unity, and imagination power. Tosca as secondary color represents wisdom, stabilization, and peace.¹

This regulation brings many responses from many people on social media. There are pro and cons arguments about it. The cons side argues with this determination centering their reason on the logo design. Based on polling that was done by Kumparan.com shown that from 2043 respondents, 76.26% prefer the previous halal logo that was made by MUI and only 23.74 % prefer a new halal logo that was made by the Ministry of Religious Affairs.² Another side that agrees with this regulation think that logo design is not an essential topic that needs to be debated. The thing is Ministry of Religious Affairs is deserved to decide this regulation. In addition, this regulation also brings many interpretations about new halal logo. This condition makes MUI and the Ministry of Religious Affairs seem to be confronted in front of the public. It shows that every media has different purposes in every issue that they delivered based on their ideology or their tendency. This issue is still relevant to be discussed because it is related to

¹ M. Khoeron, "Ditetapkan, Label Halal Indonesia Berlaku Nasional" <https://www.kemenag.go.id/read/ditetapkan-label-halal-indonesia-berlaku-nasional-8nja7> (Accessed on 15th May 2022, at 03.55 am)

² Aditya Adrian, "Polling: Lebih Suka Logo Label Halal Baru atau yang Lama?" <https://kumparan.com/kumparannews/polling-lebih-suka-logo-label-halal-baru-atau-yang-lama-1xfdaLgy5rd/full> (Accessed on 25th May 2022, at 8.50 am.)

Indonesia as a country with the largest number of Muslim in the world. It can be seen that on 2019, Indonesia has 231.000.000 Muslim citizens, that made Indonesia got the first place on the top ten countries with the largest number of Muslim.³ In line with this data, another research that has been done by Pew research center on 2017, reported that the global Muslim society is the world's fastest consumers so it makes Muslim demand for halal goods increase as the number of Muslim citizen in the country.⁴ According to the data above, halal certification is the important thing in Indonesia. The history about halal certification on previous time was hold by MUI on 1989 until 2019 and based on the BPJPH regulation, halal certification officially issued by BPJH. Interestingly, instead of pay attention to the regulation change, Indonesia Muslim citizens focus on the logo design of new halal logo that actually not an essential topic. It shows that Indonesia people are easy to be confronted with the unimportant issue. Based on the reasons above, this topic is still interesting to be discussed.

In this study, the researcher chose Pikiranakyat.com and Kumparan.com as the objects of this study because both of them are 50 most visited online mass media based on similiarweb.com version in April 2022.⁵

³ Sen Nag, Oishimaya, "Muslim Population by Country" <https://www.worldatlas.com/articles/countries-with-the-largest-muslim-populations.html> (Accessed on 15th September 2022, at 09.52 am.)

⁴ Karimah, Iffah, "Is Indonesia Ready for Halal Certification Obligation?", <https://www.thejakartapost.com/academia/2019/06/12/is-indonesia-ready-for-halal-certification-obligation.html> (Accessed on 15th September 2022, at 10.10 am).

⁵ Top Website Ranking for All categories in Indonesia, <https://www.similarweb.com/top-websites/indonesia/>, (Accessed on 30th May 2022, at 12.19 pm.)

Figure 1.1
The rank of most visited website by Similarweb

Rank	Website	Category	Change	Score	Visits	Engagement	Pages
13	shopee.co.id	eCommerce & Shopping > Marketplace	+2	100	100	100	100
14	brainly.co.id	Science and Education > Education	-5	100	100	100	100
15	grid.id	Arts & Entertainment > Other Arts and Entertainment	-1	100	100	100	100
16	pikiran-rakyat.com	News and Media	+1	100	100	100	100
17	suara.com	News and Media	=	100	100	100	100
18	xnxx.com	Adult	-1	100	100	100	100
19	wikipedia.org	Reference Materials > Dictionaries and Encyclopedias	-1	100	100	100	100
20	efinsande.website	Unknown	+1082	100	100	100	100
21	predictionexchange.com	Computers Electronics and Technology > Search Engines	+23	100	100	100	100
22	jpnn.com	News and Media	=	100	100	100	100

Figure 1.2
The rank of most visited website by Similarweb

Rank	Website	Category	Change	Score	Visits	Engagement	Pages
43	news.detik.com	News and Media	+6	100	100	100	100
44	zippyshare.com	Computers Electronics and Technology > File Sharing and Hosting	+3	100	100	100	100
45	halodoc.com	Health > Other Health	-3	100	100	100	100
46	detik.net.id	Hobbies and Leisure > Photography	+1	100	100	100	100
47	mangaku.site	Sports > Cycling and Biking	+6	100	100	100	100
48	money.kompas.com	News and Media	+1	100	100	100	100
49	kemdikbud.go.id	Law and Government > Government	-8	100	100	100	100
50	kumparan.com	News and Media	-3	100	100	100	100

[See full list](#)

During the March period, Pikiranrakyat.com has released five articles regarding to this topic but these news just coverage MUI's point of view

regarding to Indonesia new halal logo. It seems that Pikiranrakyat.com has framed this topic as opposed to the Indonesian government especially the Ministry of Religious Affairs. On March 15th, 2022 Pikiranrakyat.com carried an article with the title "*Soal Logo Halal Baru, MUI Kaget Bentuknya Tidak Sesuai Kesepakatan*".⁶ The content of the news is the new design of halal logo that different from the previous agreement that has been made between MUI and the Ministry of Religious Affairs. In this context, MUI is seemingly disappointed with the Ministry of Religious Affairs. MUI revealed that the regulation should involve many sides related to halal certification process. Another article that is carried by Pikiranrakyat.com entitled "*Fadli Zon Kritik Logo Halal: Seharusnya Jelas Bahasa Arab dengan Brand Warna Hijau*". In this article, Pikiranrakyat.com showed Fadli Zon's opinion about Indonesia new halal logo. In this article, Fadli Zon explained "halal" word in Indonesia's new halal logo can't read clearly and it looks ethnocentric.⁷

⁶ Siti Aisyah, "Soal Logo Halal Baru, MUI Kaget Bentuknya Tidak Sesuai Kesepakatan" <https://www.pikiran-rakyat.com/nasional/pr-013980665/soal-logo-halal-baru-mui-kaget-bentuknya-tidak-sesuai-kesepakatan> (Accessed on 26th May 2022, at 09.45 pm)

⁷ Julkifli Sinuhaji, "Fadli Zon Kritik Logo Halal: Seharusnya Jelas Bahasa Arab dengan Brand Warna Hijau" <https://www.pikiran-rakyat.com/nasional/pr-013972262/fadli-zon-kritik-logo-halal-seharusnya-jelas-bahasa-arab-dengan-brand-warna-hijau> (Accessed on 27th May 2022, at 10.34 am)

Figure 1.3**The New Halal Logo**

Source: <https://kemenag.go.id/pers-rilis/ditetapkan-label-halal-indonesia-berlaku-nasional-4aqhvr>

On the other side, Kumparan.com's coverage of this topic with cover both side. Kumparan.com has released 21 articles regarding to this topic. Kumparan.com delivered this topic with cover both sides, both MUI and the Ministry of Religious Affairs' point of views. Kumparan.com didn't use provocative language in their articles. Kumparan.com, on March 15th, 2022 they carried an article with the title "*BPJPH Sebut Penetapan Logo Halal Lewat Riset dan Libatkan Ahli: Tak Jawa Sentris*".⁸ The content of the news is BPJPH explained that Indonesia new halal logo is not Java centric. They said, Gunungan as a part of Indonesia puppet and Surjan pattern that represent Indonesia culture. Indonesia's new halal logo wasn't made by BPJPH decision only but also involved many competent parties as well. Based on

⁸M. Iqbal, "BPJPH Sebut Penetapan Logo Halal Lewat Riset dan Libatkan Ahli: Tak Jawa Sentris" <https://kumparan.com/kumparannews/bpjph-sebut-penetapan-logo-halal-lewat-ri-set-dan-libatkan-ahli-tak-jawa-sentris-1xgkdQMS7eG/full> (Accessed on 30th May 2022, at 10.55 am.)

their statement, we can see that BPJPH tried to clarify that Indonesia new halal logo isn't deemed Java centric.

Based on the problems above, the researcher would like to create a research with the title, "**FRAMING ANALYSIS OF KUMPARAN.COM AND PIKIRANRAKYAT.COM IN COVERING NEWS OF THE MINISTRY OF RELIGIOUS AFFAIRS' NEW HALAL LOGO**". The researcher specifies time limit for the news that has been released in March 2022.

B. Problem Statements

Based on the background of study above, the researcher mentioned three problem statements, which are:

1. What is the controversy regarding to the Ministry of Religious Affairs' new halal logo?
2. How did Kumparan.com frame the news of the Ministry of Religious Affairs' new halal logo?
3. How did Pikiranrakyat.com frame the news of the Ministry of Religious Affairs new halal logo?

C. Objective

Based on the problem statements above, the researcher wanted to get information about:

1. Get to know about the controversy of the Ministry of Religious Affair' new halal logo.

2. Identifying the frame that was used by Kumparan.com in covering news of the Ministry of Religious Affairs' new halal logo.
3. Identifying the frame that was used by Pikiranrakyat.com in covering the news of the Ministry of Religious Affairs' new halal logo.

D. Uses

The researcher hopes that this study to be able to give advises to the online mass media owners in covering the news with cover both sides so that the audiences can understand the context of the news without being influenced by online mass media perspective. Furthermore, this study is hoped to be able to give some contributions, both theoretically and practically, such as:

1. Theoretical

This study is expected to be able to expand the knowledge related to communication field. Besides, this study is hoped to be able to give many contributions to communication study development especially in the journalism field regarding the news framing.

2. Practical

This study is hoped to be able to give some suggestions to the journalism practitioners especially both Kumparan.com and Pikiranrakyat.com.

E. Literature Review

1. Framing Analysis Theory

Framing is the way of media in covering an event or issue. Media will emphasize some aspects and develop the way how they deliver a story from a

certain reality so that the audience can easily remember the meaning of the context. Based on Frank D. Durham's statement regarding framing theory, said that framing makes the world more understandable and obvious. Reality can be understood and simplified into certain categories. Based on a subjective point of view, social reality is a fluid condition and easy to change through daily life human interaction.⁹

Framing analysis is used to find out the reality in terms of (event, actor, group, etc.) that is framed by media through construction process. In framing analysis theory, the reality is interpreted and constructed with a certain meaning. According to Erving Goffman, sociologically the concept of framing analysis is classification, organization, and interpretation of human life experiences.¹⁰ Framing analysis emphasizes the content formation of the text. Framing analysis reveals how the event is framed by the media. Furthermore, framing analysis shows the way how journalists deliver the news to the audience.¹¹

According to the statements above, researcher has made a conclusion related to framing analysis theory. Framing analysis theory is a theory that examines frame that is used by the media in covering news. Framing theory can reveal the meaning of text through elaborating frame and construction of

⁹ Deddy Mulyana, *Metodologi Penelitian Kualitatif* (Bandung: PT Remaja Rosdakarya, 2006), pg. 34.

¹⁰ Ayubi Dwi Anggoro, "Media Politik dan Kekuasaan (Analisis Framing Model Robert N. Entman tentang Pemberitaan Hasil Pemilihan Umum Presiden, 9 Juli 2014 di TV One dan Metro TV)", (Ponorogo: Jurnal Aristo, Volume 2, Number 2, July 2014), pg. 29.

¹¹ Erianto, *Analisis Framing 'Ilmu, Teori, dan Filsafat Komunikasi'* (Yogyakarta: Lkis, 2011), pg. 3.

the news. It will show that probably the same topic is delivered with different frame in every media.

In this research, researcher used Robert N. Entman's framing analysis to analyze the text of the news. Based on Entman explanation, people point of view is influenced by the way how people frame a reality.¹² Entman divided framing analysis into two main parts, which are issue selection and aspect emphasis. Media will emphasize certain issue and ignore another issue to frame the news. Framing analysis allowed us to know the journalist perspective and ideology.

a. Issue selection

The journalist can select a specific aspect of an issue. In this process, several aspects can be included and the others can be excluded. In this part, several aspects can be placed as a headline, cover, or conclusion. Moreover, issue selection can be shown at the illustration and label so that, the information can be more understandable and valuable.¹³

b. Emphasis

This process is related to text writing. The journalists will choose a particular aspect of an event or issue on their articles. Besides, this process will reveal how the journalists write their article. Therefore, this process is

¹² Ayubi Dwi Anggoro, "Media Politik dan Kekuasaan (Analisis Framing Model Robert N. Entman tentang Pemberitaan Hasil Pemilihan Umum Presiden)", 9 Juli 2014 di TV One dan Metro TV", (Ponorogo: Jurnal Aristo, Volume 2, Number 2, July 2014), pg. 29.

¹³ Alex Sobur, *Analisis Teks Media (Suatu Pengantar Analisis Wacana, Analisis Semiotika, dan Analisis Framing)* (Bandung: PT Remaja Rosdakarya, 2009), pg. 164.

related to dictions, sentences, pictures, and images that will be shown to the audience.¹⁴

According to Entman's point of view, framing analysis has four elements that can be identified as framing networks, which are problem identification, diagnose causes, moral evaluation, and treatment recommendation. Those elements are always connected to the news article. Besides, those elements would give a mind mapping to audience in understanding the context of the news.¹⁵ The followings are the explanations of Entman framing analysis:

- a. Define problem is the first element that can be used as a framing. This element is a master or main frame of the issue. It emphasizes on some events that is defined by the journalist.
- b. Diagnose causes is the framing element that can be used to frame who are the actors that are involved regarding the issue, but it can be understood as "what" causes an event to be occurred.
- c. Make moral judgement is a framing element that is able to legitimate the definition or argumentation of the issue. After the causes of the issue are found, then journalists need the argumentation to strengthen the idea.

¹⁴ Erianto, *Analisis Framing 'Ilmu, Teori, dan Filsafat Komunikasi'* (Yogyakarta: Lkis, 2011), pg. 222.

¹⁵ Febri Ichwan Butsi, "Mengenal Analisis Framing (Tinjauan Sejarah dan Metodologi)", (Medan: Jurnal Ilmiah Ilmu Komunikasi/Communique, Volume 1, Number 2, April 2019), pg. 54.

- d. Treatment recommendation is an element that is able to reveal the problem solving offered by journalists. This part depends on how an event is viewed.¹⁶

2. Online Media

Nowadays, we can get a lot of information in one device called smart phone. The internet in our smart phone brings us to get the information freely and easily on many online media platforms. Technically online media is a media that has telecommunication and multimedia base. There are some categories regarding online media, which are portal, website, blog, social media, facebook, twitter, online radio, online TV, and email.¹⁷

Online media is usually called cyber media because its information access uses the internet. Internet connection makes people are able to access any information without bounded by time or any broadcast procedure and we can access the information in real time.¹⁸ As Romli notes, online media is a third generation after printing and electronic media. Romly explained that online media is a simple form of conventional media that refers to digital technology development. Online media changes the text, graphic, picture, and video into digital data or byte.¹⁹

¹⁶ Rachmat Kriyantono, *Teknik Praktis Riset Komunikasi*, (Jakarta: Kencana Prenada Media, 2006), pg. 253

¹⁷ Asep Syamsul, M.Romli, *Jurnalistik Online: Panduan Praktis Mengelola Media Online (Dilengkapi Kiat Blogger, Teknik SEO dan Tips Media Sosial)*, (Bandung: Penerbit Nuansa Cendekia. 2012), pg. 31.

¹⁸ Moch Choirul Arif, *Dasar-Dasar Kajian Budaya dan Media*, (Surabaya: UINSA Press, 2014), pg.144

¹⁹ Asep Syamsul M. Romli, *Jurnalistik Online (Panduan Mengelola Media)*, (Bandung: Nuansa Cendekia, 2012), pg. 31.

As a new media, online media has several advantages which are not owned by conventional media. The following are the advantages of online media.²⁰

a. Up to Date Information

Online media has a simple process to deliver the news so that it is possible to upgrade the information rapidly.

b. Real Time Information

Online media to be able to deliver the news in real time when the event occurred.

c. Convenient access

d. Online media can be accessed every time and everywhere as long as there is an internet in our devices.

e. Hyperlink System

f. Hyperlink system is a system that connecting one website to another websites. This system is possible to connecting user to access another websites by clicking the link.

g. Online media not only has advantages, but also has disadvantages. The following are disadvantages of online media that has been mentioned by Romli.²¹

²⁰ Indah Suryawati, *Jurnalistik Suatu Pengantar*, (Bogor: Ghalia Indonesia, 2011), pg. 46-57.

²¹ Asep Syamsul M. Romli, *Jurnalistik Online (Panduan Mengelola Media)*, (Bandung: Nuansa Cendikia, 2012), pg. 34.

a. Computer and Internet Dependency

The Online media cannot be accessed if there is no internet connection and device. Therefore, people heavily depend on internet and gadget to get the information.

b. Non-Exclusive Access

Online media can be accessed by many people from around the world. It gives opportunity to people to do plagiarism.

c. Radiation Exposure

Gadget has a radiation that can make reader easily feel tired when they read a long news article or information.

d. Lack of Accuracy

Online media journalists prioritize to deliver current news and it leads to reduced accuracy of news writing.

3. News Construction

Every reality has a different construction. It is influenced by different experience, preference, education and social environment of every person. News is a story that has a meaning. News consists of many elements and languages. Furthermore, reality can be understood as an event and news is the construction of an event itself. Therefore, an issue or event can be represented with different point of view depend on the writer perspective. The news in mass media is a construction of reality that is

made by the media itself. So, in other words, news is not just to inform but to give a perspective in seeing a reality to audience.²²

4. Coverage

According to Meriam Webster Online Dictionary, the meaning of “coverage” is inclusion within the scope of discussion or reporting.²³ Besides, based on Cambridge Online Dictionary, “coverage” means the reporting of particular important event or subject.²⁴

From the two definitions above, the researcher has a conclusion that coverage is a process of reporting an important issue or event that currently happen.

F. Relevant Researches

The researcher used two previous researches related to the framing analysis theory and halal label coverage as foundations of this research.

1. The graduation paper with the title “**Analisis Framing Pemberitaan Generasi Milenial dan Pemerintah Terkait Covid 19 di Media Online**”

this research had been done by Kheyene Molekandella, Mutia Rahmi Pratiwi, and Nalal Muna in 2020. The commonalities are this research was using Robert N. Entman Framing Analysis and compared online media. Otherwise, the difference is this research chose the covering of milenial generation and government related to covid-19 as the problem that had

²² Eriyanto, *Analisis Framing: Konstruksi, Ideologi dan Politik Media*, (Yogyakarta: LkiS, 2002), pg. 12

²³ Meriam Webster Online Dictionary, <https://www.merriam-webster.com/dictionary/coverage> (Accessed on 24th May, 2022, at 01.54 pm).

²⁴ Cambridge Online Dictionary, <https://dictionary.cambridge.org/dictionary/english/coverage> (Accessed on 24th May, 2022, at 02.00 pm).

been analysed. The result showed that from Entman indicators, which are define problem, diagnose cause, make moral judgement, and treatment recommendation, govermemnt regulation of hiring influencers to share covid-19 regulation was not appropriate because the milenials still ignored the covid-19 regulation.²⁵

2. The journal with the title, “**Halal Certification in Indonesia; History, Development, and Implementation**” that has been written by Hayyun Durrotul Faridah from Airlangga University at 2019. In this research Faridah described about the history, development, and implementation of halal certification in Indonesia. Faridah also explained about halal certification that was taken over by Majelis Ulama Indonesia (MUI) before the regulation of Halal Product Guarantee (JPH) has been released so that the authority for halal certification officially moved to *Badan Penyelenggara Jaminan Produk Halal (BPJPH)*. In line with this regulation, halal certification now has become mandatory for business actors that distribute, circulate, and trade their product in Indonesia. Moreover, Faridah revealed that the government, business actors, and public must be involved to realize and supervise on halal certification implementation in Indonesia. Faridah’s research didn’t use communication theory and just revealed the history, development, and implementation halal certification in descriptive research. Moreover, the topic of Faridah’s research is about the halal certification regulation and it’s not about the

²⁵ Boer, Kheyene Molekandella at all, “Analisis Framing Pemberitaan Generasi Milenial dan Pemerintah Terkait Covid-19 di Media Online”, (Bandung: *Communicatus: Jurnal Ilmu Komunikasi*, Volume 4, Number 1, Juni, 2020), Pg. 85.

controversial design of new halal certification logo. Nevertheless, the researcher also found the similarity between this research and Faridah's research, which is qualitative descriptive research as the research type.²⁶

3. The journal entitled "**Analisis Framing Terhadap Pemberitaan Rachel Vennya pada Kasus Karantina COVID-19 di Kompas dan Okezone.com**". This research had been done by Patrick Jonathan Lugito, Fanny Lesmana, and Chory Angela Wijayanti in 2021. The commonalty is the theory that they used in their research which is Robert N. Entman Framing Analysis and the comparison of two media in covering some issue. The differences are their research chose Okezone and Kompas.com as the media that had been compared also the issue was Rachel Vennya COVID-19 quarantine. The results showed that, Kompas.com framed Rachel Vennya as a public figure that runs away from quarantine. Otherwise, Okezone.com framed Rachel Vennya as the offender.²⁷
4. The journal entitled "**Framing Media Online Detik.com Terhadap Pemberitaan Korban Pengeroyokan Bobotoh**". That had been done by Muhammad Refi Sandi, Maimon Herawati, dan Justito Adiprasetyo in 2022. This research studied the framing of Detik.com in covering the victim that was beaten by Bobotoh. This research used framing analysis by Zongdang Pan and Gerald M. Kosicky to dig the framing of this news. The

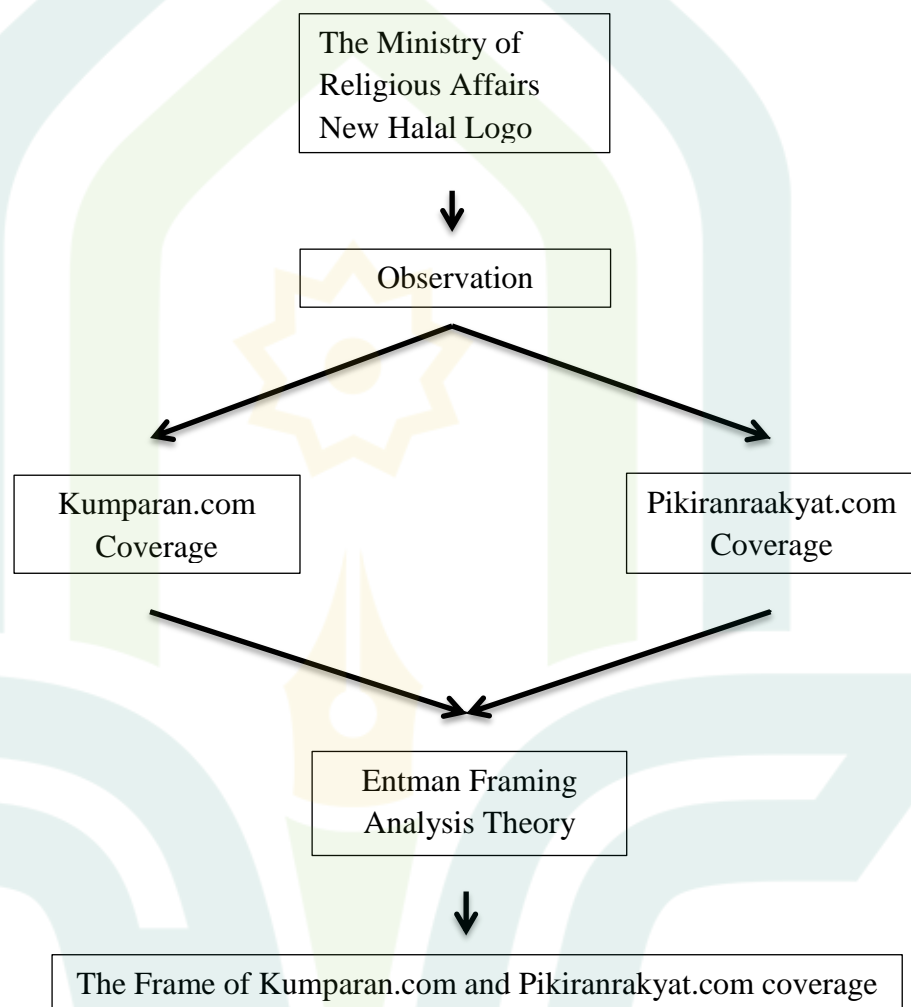
²⁶ Faridah, Hayyun Durrotul, "Halal Certification, in Indonesia; History, Development, and Implementation", (Surabaya: *Journal of Halal Product and Research*, Volume 2, Number 2, December, 2019), Pg. 68.

²⁷ Lugito, Patrick Jonathan at all, "Analisis Framing terhadap Pemberitaan Rachel Vennya pada Kasus Karantina COVID-19 di Kompas.com dan Okezone.com", (Surabaya: *Jurnal E-Komunikasi Program Studi Ilmu Komunikasi Universitas Kristen Petra*, Volume 10, Number 2, 2022), Pg. 1

results mentioned that Detik.com was too much in mentioning the personal life of the victim and it means that Detik.com did not pay attention to article 27 paragraph 3 of UU ITE. This research did not compare with any other media to find out another framing.²⁸

G. Framework of Thought

Figure 1.4
Framework of Thought



²⁸ Sandi, Muhammad Refi et al. "Framing Media Online Detik.com terhadap Pemberitaan Korban Pengeroyokan oleh Bobotoh", (Bandung: *Jurnal Kajian Jurnalisme*, Volume 5, Number 2, 2022). Pg. 145.

The framework of thought above explains that the researcher would like to examine the frames that were used by Kumparan.com and Pikiranrakyat.com through Entman framing analysis theory. Firstly, the researcher chose The Ministry of Religious Affairs New Halal Logo as the issue that will be analysed. After that, through observation the researcher found two media which are able to be compared in this research. Both of media will be analysed related to framing that they used in delivering news of new halal logo through Robert N. Entman Framing analysis. Based on Robert N. Entman Framing analysis the researcher will find the frame of Kumparan and Pikiranrakyat.com in covering news of The Ministry of Religious Affairs new halal logo.

H. Research Methods

1. Type and Research Approaches

The type of this research is descriptive and the approach of this research is qualitative approach. This research is used to define a certain aspect of the realities that were framed by Kumparan.com and Pikiranrakyat.com in covering the Ministry of Religious Affairs new halal logo. The format of descriptive qualitative research aimed to describe and summarize any conditions, situations, or phenomenons of social reality that will be used as the object of the research.²⁹

²⁹ Burhan Bungin, *Konstruksi Sosial Media Massa*, (Jakarta: Kencana Prenada Media Group), pg 6

2. Study limitations

In this study, the researcher focused on the news of Kumpran.com and Pikiranrakyat.com regarding to the design of Indonesia new halal logo that has been released in March 2022. Robert N. Entman framing analysis theory is used in this study to identify the frame that was used by Kumparan.com and Pikiranrakyat.com.

3. Research Object

The objects of this research are the news that had been released by Kumparan.com and Pikiranrakyat.com in March 2022 regarding to the Ministry of Religious Affair's new halal logo.

4. Sources and Type of Data

a. Primary Data

The primary data was taken from the news that had been released by Kumparan.com and Pikiranrakyat.com in March 2022 regarding to the Ministry of Religious Affair new halal logo. The researcher decided to take the data during March 2022 because the event occurred on that time. The researcher found 21 articles in Kumparan.com and 5 articles in Pikiranrakyat.com, all of them are released in March 2022.

b. Secondary Data

In order to support primary data, the researcher used many references from the books, journals, and articles related to the framing theory and also the previous researches.

5. Method of Collecting Data

a. Observation

To collect the data, the researcher used observation technique in order to gain complete information of the objects. According to Morris, observation is an activity to write and record a symptom through some instruments to scientific purposes.³⁰ In line with Morris, Kriyantono also has defined the meaning of observation as a process to choose, change, write, and code some behaviors related to *in situ* organism that accordance with empirical purposes.³¹ The researcher didn't involve the participant to observe the objects.³² Observation began in April 2022 by sighting several online mass media and deciding two online mass media to be studied. The steps in this observation process are:

- 1) Observation is used to decide the subject and object of this research. The researcher has decided two online mass media, which are Kumparan.com and Pikiranrakyat.com because both of them have delivered the topic about Indonesia new halal logo differently. Besides, based on the researcher observation, Kumparan.com and Pikiranrakyat.com are 50 most visited sites in the internet.³³ In line with the observation results above, we can see that Kumparan.com

³⁰ W. Morris, *The American Heritage Dictionary of English Language*, (Boston: Houghton Mifflin, 1973), pg. 906.

³¹ Rachmat Kriyantono, *Riset Komunikasi: Disertasi Contoh Praktis Riset Media*, (Yogyakarta: Kencana Prenada Media, 2006), pg 101-111.

³² Hasyim Hasanah, "Teknik-teknik Observasi: Sebuah Alternatif Metode Pengumpulan Data Kualitatif Ilmu-ilmu Sosial", (Semarang: *Jurnal at-Taqaddum Universitas Islam Negeri Walisongo Semarang*, Volume 8 Number 1, July, 2016), pg. 36.

³³Top Website Ranking for All categories in Indonesia, <https://www.similarweb.com/top-websites/indonesia/>, (Accessed on 30th May 2022, at 12.19 pm.)

and Pikiranrakyat.com are the media that have big engagement with their audience. This will be interesting to know what the frame that they used and how they deliver the news related to this topic.

2) Secondly, the observations are used to determine the news that has been released by Kumparan.com and Pikiranrakyat.com that related to Indonesia the design of new halal logo. The researcher use purposive sampling to determine the amount of articles from Kumparan.com and Pikiranrakyat.com as the sample. According to the Sugiyo' statement, purposive sampling is a method to define the sample of population based on some indicators that are determined by the researcher to find representative to the issue that is carried by the researcher.³⁴ The researcher defines some aspects that can be used as indicators of relevant article, which are:

- a) Articles that have been released during 12-15th March 2022 that was discussed warmly.
- b) Articles that were written by the journalist from both media.
- c) Articles that only discuss about the logo design of new halal logo.

Based of the indicators above, the researcher found five articles from 21 articles on Kumparan.com and there are three from Pikiranrakyat.co as the samples.

³⁴ Lenaini, Eka, "Teknik Pengambilan Sampel Purposive dan Snowball Sampling", (*Journal: Jurnal kajian, Penelitian dan Pengembangan Pendidikan Sejarah*, Volume 6, Number, 1, Juni, 2021) pg. 34.

b. Documentation

Most of the data are obtained from human resources through observation and interview, but actually there is a source that not from human resources, which is document resources. Documentation is a method of collecting data through mustering data in the form of the text, photo, or statistic related to the research theme.³⁵ In term of qualitative research, document resources have the same position as human resources. It can give many explanations about the research, which are the background of the event, explain about the event, and also about the purpose of the document.³⁶ Documentation occupies complement position in term of collecting data in qualitative research. Documentation can be used to completing the results of observation and interview.³⁷

6. Method of Processing Data

a. Data Reduction

Data reduction is a process to choose, simplify, emphasize, and transform general data into spesific data that researcher need. Data reduction process continues during the research. Furthermore, the researcher will collect the data into several categories, concepts, and themes. The followings are the steps of data reduction, which are data

³⁵ Mamik, *Metodologi Kualitatif*, (Sidoarjo: Zifatama Publisher, 2015), pg. 111.

³⁶ S. Nasution, *Metodologi Penelitian Kualitatif*, (Bandung: Tarsito, 2003), pg. 86.

³⁷ Natalina Nilamsari, "Memahami Studi Dokumen dalam Penelitian Kualitatif", (Jakarta: Jurnal Wacana Universitas Prof. Dr. Moestopo, Volume 13 Number 2, June, 2014), pg. 179.

selection, data resume, and data categorization.³⁸ More and more the researcher looking for the data, it will make the research is rich of information and end up with the comprehensive conclusion. The documents that researcher used are the articles regarding the topic.

b. Data Presenting

Data presenting is a method to arrange several pieces of information, so the researcher can be possible to get a conclusion and take action. The form of data presented in qualitative research are narrative text, matrix, graphic, network, and chart. These forms are able to combine the information into complete data so that the researcher will be able to present the research easily and effectively.³⁹ In this research the researcher will present the data in the form of narrative text to expand the explanation about the data related to the topic of the research.

c. Verification

This step is a process to conclude the information that the researcher found. In the other word, verification or verification is an effort to understand the meaning, pattern, explanation, cause and effect from the information about the research. Before the researcher concludes the data, the steps that the researcher do are data reduction and data presentation. In line with Miles and Hubberman notes, to produce the comprehensive result of the data conclusion, the researcher

³⁸ Ahmad Rijali, "Analisis Data Kualitatif", (Banjarasin: Jurnal Alhadharah UIN Banjarasin, Volume 17 Number 33, January-June, 2018), pg. 91

³⁹ Ahmad Rijali, "Analisis Data Kualitatif,..... pg. 94

must complete the data collection and it depends on the size of the corpus field notes, the coding, storage, and retrieval methods used, the capacity of researcher, and budget of the research. Otherwise, what's actually happen is the researcher has been concluded from the beginning, although a researcher claims to make a research inductively.⁴⁰

From the explanations above, the researcher has understood that three streams of analysis activities are interconnected. Starting from data collection we can gain some data that the researcher need for the research and then from the data that has been gained, the researcher reduces some pieces of the data that are related to the theme of the research afterward, the researcher will present the data in the form of narrative text to give a wide explanation about the data finding that researcher found, and the last one is verification or verification to obtain the comprehensive result.

7. Data Analysis Methods

In this research, the researcher uses framing analyze method by Robert N Entman, which is this method draws selection process and emphasizes several aspects from media reality. This method explains that some aspects receive special attention than the others. Furthermore, to get

⁴⁰ Miles and Hubberman, *Qualitative Data Analysis*, (USA: SAGE Publication, second edition, 1994), pg. 11.

an idea about the journalist point of view when they select the issue and write the news.⁴¹

In this research framing analysis is used to define the frame that was used by Kumparan.com and Pikiranrakyat.com in covering the news of new halal logo design. The researcher chose this theory to define the problem that was issued by both media regarding to the new halal logo design that was made by the Ministry of Religious Affairs and to predict the cause of this topic. Moreover, through this theory the researcher can find the meaning of the frame that was carried out by Kumparan.com and Pikiranrakyat.com.

The researcher will analyze the articles from Kumparan.com and Pikiranrakyat.com that the researcher has been defined as the samples. The next step is the researcher will search the define problem, the cause, the moral value, and the treatment recommendation, that were carried out by Kumparan.com and Pikiranrakyat.com. The followings are the aspects that the researcher is trying to find on the articles that were covered by both media according to the Entman indicators above.

a. Problem Define

The researcher tries to compare the problem definition that was carried out by Kumparan.com and Pikiranrakyat.com related to the new halal logo design.

⁴¹ Riyanto, *Analisis Framing: Konstruksi, Ideologi, dan Politik Media*, (Yogyakarta: LkiS, 2002), pg. 188.

b. Diagnose Cause

The researcher would like to analyze the comparison between Kumparan.com and Pikiranrakyat.com regarding to the cause of the problem that was tried to put forward by both media related to the new halal logo design.

c. Make moral judgement

The reseaecher tries to find the moral value that was offered by Kumparan.com and Pikiranrakyat.com according to the news articles about new halal logo design.

d. Treatment recommendation

The researcher will find the difference regarding to the problem resolution between Kumparan.com and Pikiranrakyat.com in covering news of new halal logo design.

According to the four indicators above, the researcher will explain the interpretation of those indicators that the researcher has been found from those articles to reveal the difference point of view, tendency, and interest of Kumparan.com and Pikiranrakyat.com in covering the news of new halal logo design.

I. The System of Writing

This research consists of five chapters and every chapter consists of sub chapters as follows:

CHAPTER I

Introduction, in this chapter begin with explanation about the background next, followed by problem statements, study purpose, research benefit, relevant research, research method, and the system of writing.

CHAPTER II

Theoretical review, in this chapter the researcher explains about literature review and theoretical review.

CHAPTER III

Data presentation, in this part the researcher reveals about subject description, the object of the study, and data description.

CHAPTER IV

Data analysis, in this chapter explains about research findings and confirm findings with theory.

CHAPTER V

Closing, it contains conclusion and recommendation.

CHAPTER V

The Result of Framing Analysis of Kumparan.com and Pikiranrakyat.com in Covering News of New Halal Logo

A. Conclusion

After all research, analysis, and observation that have been done, the writer concludes that Pikiranrakyat.com and Kumparan.com have different frames to cover the news of The Ministry of Religious Affairs' new halal logo. They have opposite preferences, it can be seen that Pikiranrakyat.com tends to use negative opinions of the new halal logo. Pikiranrakyat.com also use the point of view of MUI to give validation related to the new halal logo that was recognize as java central or just represents the Java Tribe tradition. Moreover Pikiranrakyat.com carried out the news with the sensational headlines, such as 1. *Netizen Bandingkan Logo Halal Kemenag dengan Negara Lain: Yang Lain Bagus Arab, Ini Kok Malah Wayang*, 2. *Fadli Zon Kritik Logo Halal: Seharusnya Jelas Bahasa Arab dengan Brand Warna Hijau*, and 3. *Soal Logo Halal Baru, MUI Kaget Bentuknya Tidak Sesuai Kesepakatan*.

Kumparan.com on the other side chose to deliver news with the straight direction. Kumparan.com did not deny that there was the cons opinion related to the new halal logo but as the media are supposed to be, they also cover the positive side to make their news balance. Kumparan.com carried the statement of The Ministry of Religious Affairs to give confirmation of the controversial news that was happening. Not only that, Kumparan.com also brought the

argumentation from another politician, institution, and people that supported this regulation. As the writer mentioned before that Kumparan did not deny the negative argumentation, they carried the cons as well.

It can be concluded that Pikiranrakyat.com used opposite framing to the new halal logo issue from the headlines that they made and also the content. Pikiranrakyat.com just focuses on covering the cons side of the new halal logo, beginning from the argumentation of Muhammadiyah, MUI, Legislative Assembly, and people who don't like the logo design. On the other hand, Kumparan.com came with the neutral frame in covering the issue of the new halal logo. Not *only* the cons side but also the pros side has the chance to contribute the content of the news. Moreover Kumparan.com also emphasizes the substantive issue that is more matter to discuss, which is that the new regulation of halal certification has been established by the Ministry of Religious Affairs and not by MUI.

B. Suggestion

According to the result of the research related to the framing analysis of Kumparan.com and Pikiranrakyat.com that have opposite frame in covering news of new halal logo, the writer would like to give some suggestions encompass several points:

1. For the media

The result of this research could foster the way media frame some issue with more objective. The media is the bridge of the information and indirectly as the shaper public opinion as well. They have to understand the

situation of the issue that is happening not only just deliver the information based on their bias or their preferences in perceiving some issues. On the other hand, the media also have to their own objective perspective for delivering some information.

2. For the journalist

The journalist is the first hand in gathering the information from the ground. The journalist must hold the principals in making the news based on the regulations that have been written. They have skeptical feeling in perceiving the issue. They must be placed the readers as the priority so that they can give objective point of view. Not only give them one side informations but also they must give both sides as the balancing so that people can understand and they can decide what they want to reach on the issue.

3. For other researchers

Based on the result above, the researcher can use Robert N. Entman framing analysis to analyze some media in order to reveal the frame. Moreover, the result can be used as the reference for further study with another issue. It might useful as the reference to have research with another topic and condition.

4. For the researcher

The researcher would enhance the concept of Robert N. Entman framing analysis to apply in her knowledge in covering some information

that appears. The researcher also has the opportunity to dig deeper in this theme and share the knowledge through this research.



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