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Mainstreaming the Influences on Higher Order of Thinking Skills in Humanities, Education, and Language in Industrial Revolution 4.0

Malang, 23-24 March 2019

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2. Art and culture
3. Local wisdom
4. Identity
5. Politics and Media
6. Developmentalism
7. Innovations in Education
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Letter of Welcome

Prof. Dr. Ir. Nuhfil Hanani AR., MS.

Rector of Universitas Brawijaya

I would like to extend a warm welcome to you all in Malang. I would like to express our sincere gratitude to the keynote speakers from Japan, Korea, Taiwan, Malaysia, United States of America and Indonesia who have been willing to fulfill our invitation. We also extend our gratitude to the presenters and participants from various universities, provinces and countries. We really appreciate your dedication to share knowledge in the first International Conference on Advances in Education, Humanities and Language 2019 (ICEL 2019) organized by Language Education Department, Faculty of Cultural Studies, Universitas Brawijaya.

One of the missions of Universitas Brawijaya is developing and disseminating science, technology and art, and striving to use it to improve people's lives and to enrich national culture. In its endeavors to support the dissemination of new development in science, technology and art, Universitas Brawijaya requires the faculties to host international conferences. This is because conferences such as this provide a valuable opportunity for research scientists, industry specialists and decision-makers to share experiences. I do expect that you all will be able to benefit from these two-day conferences to develop intriguing and motivating discussion to continue working. Hopefully this conference will bring great success, both of in the sense of sharing knowledge, experience, networking, and bring great significance as the beginning of academic collaboration that benefit the nation and the people of Indonesia.

Thank You.

Prof. Dr. Agus Suman, SE., DEA

Dean of Faculty of Cultural Studies
Universitas Brawijaya

Welcome to International Conference on Advances in Education, Humanities, Education and Language 2019 (ICEL 2019) that held on March 23–24, 2019 in Aria Gajayana Hotel, Malang-Indonesia. The aim of the conference is to provide a platform for researchers, professionals, academicians as well as industrial professionals from all over the world to present their research results and development activities in education, humanities, and social sciences. ICEL 2019 invites the scholars and encourages the researchers to submit high- quality manuscripts and papers to this conference. It is also to share extensively and exchange of ideas, thoughts, and discussions on all aspect of information technology, education, humanities, social sciences to facilitate the formation of networks among participants of the conference for improving the quality and benefits of the research.

It is a great pleasure to welcome all the participants of this conference in Malang. I also would like to welcome the keynote speakers from a various countries; Prof. Dr. Nuraihan Binti Mat Daud (UIIM, Malaysia), Edith Dunn, Ph.D (Conservator/Cultural Specialist, USA), Prof. Yoshihiko -Sugimura (University of Miyazaki, Japan), Prof. Park Yoonho (Sunchon National University, Korea), Prof. Su Keh Bow (Soochow University, Taiwan) and Hamamah, Ph.D (Universitas Brawijaya, Indonesia).

I do hope that this conference to be a valuable forum for lecturers, researchers and scientists to share their precious researches and this event will give significant contributions to the development of information technology, education, and humanities and it will raise the awareness of scientific community members in bringing a better life.

Dean of Faculty of Cultural Studies,

Prof. Dr. Agus Suman, SE., DEA

Dr. Sony Sukmawan, M.Pd

The Head of Language Education Department
Faculty of Cultural Studies
Universitas Brawijaya

The Industrial Revolution 4.0 has the potential to empower people, both individually and communally. This phase opens new opportunities for economic, social and self-development transformation. The transformation in the aspects of life goes much faster, accelerative, and exponential. However, the fourth wave of the industrial revolution can also lead to the marginalization of human and humanity which results in chaos and the upsurge of social cohesion that can damage human relations. Good and wise management of these two contradictory sides presents both opportunities and challenges for Indonesia, not only for the society but also for the scientific community. Biology, Physics, and Digital Science which become the main actors in the industrial revolution 4.0 certainly need to be directed to the right direction. Therefore, humanities, education, and social sciences are expected to become the driving force, the director, and the counterweight.

International Conference on Advances in Humanities, Education and Language (ICEL) is a forum for researchers, professionals, academician and industry professionals from around the world to present the results of research and development in the fields of education, humanities and social sciences in order to embrace the era of the 4.0 Industrial Revolution. This scientific forum is expected to be able to provide scientific contributions and produce new perspectives in dealing with the acceleration of civilization.

I would like to thank all the committee for their hard work to make this event a success. My gratitude is extended to the dean of Faculty of Cultural Studies and all the vice deans for the totality of the support. And finally I would also like to thank to all the keynote speakers, presenters, and participants for the ideas and contributions.

The Head of Language Education Department Dr. Sony Sukmawan, M.Pd

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Analysis Framing of the Presidential Election News in *LensaIndonesia.com* Online Media

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Abstract. News framing about the presidential election in Indonesia in 2019 is strongly influenced by media ideology so that the two candidates for presidential candidates in 2019 have different discourses in their reporting. This study examines the reporting framing of Presidential Election in *LensaIndonesia.com* online media. *LensaIndonesia.com* was chosen as the research subject because it is one of the media that is very interesting language and easily accessed by online readers in Indonesia. This study uses Pan Kosicki's analysis model framing theory regarding framing reporting of Presidential Election in *LensaIndonesia.com* online media in the period of December 2018 to January 2019. The results of the study show that the news framing carried out by *LensaIndonesia.com* online media shows that The journalists are most likely indicated to cover much more Jokowi-Ma'ruf statement over Prabowo-Sandiaga, whereas also indicates their political preference through news framing before publication to the society.

Key words: Analysis Framing, Presidential Election, News

1. Introduction

The media is developing very fast with increasingly modern information technology. Media development is very beneficial to political education in the community. One of the benefits of mass media is as a means of political communication. This can happen, because mass media can influence readers or listeners about political issues circulating in the community. Therefore mass media is very effective as a tool to convey political information to the public. The media also functions to help display events related to political activities that sometimes provide ideological content to one political sites.

Media can define values and behaviors that are in accordance with group values and what behaviors or values are deemed deviant[1]. Like the presidential election in Indonesia, the two candidates, Joko Widodo and Prabowo Subianto, graced almost all the media during his campaign. The media constructed the coverage of Joko Widodo and Prabowo Subianto based on interests that wanted to be formed from a political discourse. Seeing this reality, news construction is done by framing the news so as to form a discourse. One of the media that is framing the news about the 2019 presidential election is the Indonesian lens. *Lensaindonesia.com* is used as the research subject because *Lensaindonesia.com* news is very interesting in terms of language with very updated topics. From this background, a study was conducted on how to framing Jokowi and Prabowo's news on *Lensaindonesia.com* news related to the presidential election in 2019.

Frame or media package is such a perspective to be used in observing, analysis and interpreting the reality through news media. The perspective, then, influence which facts should be taken or removed. Thus, the news report is manipulative, objective, or inevitable[2]. Framing aims to understand news text as a system of organized signifying elements that indicate the advocacy of the news ideas and provide devices to encourage certain kinds of reader or hearer processing of the texts. They shared four framing devices are syntactical, script, thematic and rhetorical structure.

Syntactical structure can be described as well-managed set of words or phrase constructing a sentence. It generated genre of composition through its side of objectivity. Empirical facts were used as framing instrument through data presentation and expert quotation. Linking to the reliable source and quote is its common order to generate authorized point of view, while social deviance is used to construct it opposite. *Script structure* is generated through 5Ws + 1H under the grammatical rules and is expected to interrogate and accumulate information as it equips the whole narration with introductory passage, conflicting event and resolution. *Thematic structure* is arranged by connecting evidences to depict a comprehensive case imagery using journalistic observation standard. Quotation is also often used to strength hypothesis as macro syntax analysis is used to run its identification process. *Rhetorical structure* emphasizes journalist typical choices on their relation to the expected effects. It utilizes metaphors, exemplars, catchphrase, depictions, visual imagery and a shaped proactive narration as devices.[3]

First, Pan and Kosicki's theory was also used in the previous research to frame Jokowi's political coverage through media, as in *Tempo* magazine. It was depicted again that *Tempo* drawn deserving image of Jokowi to win the 2014 presidential election. This imagery could be traced in the form of presenting Jokowi's accomplishment or merits during January to July 2014.[4] Similarity of both media lies on its topic and method, but this reseach emphasizes 2019 presidential election. Thus, *lensaindonesia.com* has also concealed its political preference for Jokowi-Ma'ruf through giving unbalance details of Prabowo-Sandiaga. Moreover, news coverage for Prabowo-Sandiaga is only sourced from the spokesperson.

Second, research highlighted the influence of media-ownership during 2015 political campaign prior to Nigerian presidential election. It also comparatively elaborated patterns of media campaign used by major participating parties-People's Democratic Party (PDP) and All Progressives Congress (APC)-in *The Nation* and *The Nigerian Tribune* newspapers (relaying to political preference of their publisher).[5] Our researches match in a point of media ownership can influence public's choices for presidential election. Although the previous research is generated by Entman's framing theory, it finally support Pan and Kosicki's theory and finding in this research.

Pan and Kosicki's theory actually in line with Van Dijk's theory that peculiarity in looking at news structures in newspapers focuses on the theme structures (thematics structures) and newspaper schemes (news scemata)[6]. Thematic elements refer to the general description of a text. Also called core ideas, summaries, or the main of a text. The text also has a scheme or plot from the introduction to the end.

2. Methodology

The approach used in this study is a descriptive qualitative approach that describes an object that includes description, recording and analysis efforts. Qualitative research is a research procedure that produces descriptive data in the form of written or oral words from people and observed behavior.[7] The

unit of analysis in this study is news about Joko Widodo and Prabowo Subianto in the 2019 presidential election on indonesia.com lens media.

Framing analysis is an analysis to find out how the reality of meaning is framed by the media. The use of Pan and Kosicki framing analysis theory is purposed to unreveal how the framing of several news texts of Jokowi and Prabowo during campaign period. Data are published in lensaindonesia.com within December 2018-January 2019. There are 3 news texts about Jokowi and Prabowo.

3. Findings and Discussion

The use of Pan and Kosicki framing analysis theory is purposed to unreveal how the news coverage of Jokowi and Prabowo during presidential electoral campaigns. Data are published in *lensaindonesia.com* within December 2018-January 2019. There are three articles, and the emphasized quotation will be signalled by underlined words or phrase, as follows:

The first article with the title: *Ma'ruf Amin siap dites baca Al Qur'an di Aceh, Tim sebut Prabowo tidak akan hadir* (Ma'ruf Amin willing to attend Qur'an recitation test in Aceh, The team of Prabowo reject it). This text discusses about Ma'ruf Amin will negotiate with Jokowi, if only needed to attend. The spokesperson of National Winning Council of 02 declared that there is no need to hold an Islamic test from each candidate, since what needed the most by civilian is the substantive matter. Aceh Preacher Federation will only expect that such test will end the raging identity politic.

The framing analysis of the *Ma'ruf Amin siap dites baca Al Qur'an di Aceh, Tim sebut Prabowo tidak akan hadir*[8] (Ma'ruf Amin willing to attend Qur'an recitation test in Aceh, The team of Prabowo reject it) is:

a. Syntactical structure. Sytactically, the media emphasized that the invitation of Qur'an recitation test is unofficial. Though Ma'ruf Amin is willing to attend, the team of Prabowo-Sandi National Winning Council urged their rejection due to several circumstances.
b. Script structure. In news text does not explain'how'the mechanism of the test, it can be said that Qur'an recitation test, indeed, is only the wish of a particular community only. This term is strengthened on the closing that the initiator side (Aceh Preacher Federation) only wanted to participate in democracy.
c. Thematic structure. The used sentences, indicate that there is a journalism partisanship. Causal statements that is displayed from National Wining Council side caused an opinion that Prabowo-Sandi is afraid in attending the test, which essentially testing Islamic degree of each leader candidate. Whereas the causal statement from Ma'ruf Amin strengthen his position.
d. Rhetorical structure. The content contains the urgency from the do's and don't's of attending the invitation of Qur'an recitation test from the Aceh Preacher Federation. There is also metaphor that is conveyed only to display how prestigious the 01 candidate is and how cowardly its opposition (02 candidate) which is represented by their spokesperson of National Winning Council. Here is the analysis.

> *"Masyarakat butuh program-program unggulan empat tokoh ini. Supaya masyarakat tidak beli kucing dalam karung dan tidak terhipnotis seperti janji lima tahun lalu," katanya (line 6).*

This metaphor is uttered towards the people in regard with his reason for refusing to attend, since his party anticipated that people are able to directly assess their president and vice president candidate through the debate hold by election commission.

The second news with the title *Hasil SSC: Jokowi puncaki survei, Sandiaga Uno kalahkan Ma'ruf Amin*[9] (SSC result: Jokowi reaches the top position of survey, Sandiaga Uno has defeated Ma'ruf Amin). The main point of this news is about the popularity indicator, Jokowi surpassed Prabowo. Meanwhile, the highest acceptability reached by Sandiaga compared to Ma'ruf Amin.

The framing analysis of the news *Hasil SSC: Jokowi puncaki survei, Sandiaga Uno kalahkan Ma'ruf Amin* (SSC result: Jokowi reaches the top position of survey, Sandiaga Uno has defeated Ma'ruf Amin) is:

a. Syntactical structure. The use of its sentences indicate impartiality, which means journalist partisanship cannot be seen since she utilized such data of survey result to strengthen her statement.
b. Script structure. There are complete 5Ws+1H, which make clear text. The advantage of Jokowi against Prabowo is deemed natural by Rokim, a researcher of SSC, since in his opinion, Jokowi is the president. The research mechanism conducted also showed in the end of the text.

> *Survei ini dilaksanakan mulai 10-20 Desember 2018 di 38 kabupaten/kota di Jawa Timur. Riset yang dilakukan menggunakan 1.070 responden melalui teknik stratified multistage random sampling dengan margin of error kurang lebih sebanyak 3 persen dan tingkat kepercayaan sebesar 95 persen. (line 4)*

c. Thematic structure. Causal statement from quoted speech in line 4 which signalled by *karena* shows that the speaker tried to be in neutral zone.

> *"Kalau Jokowi, saya kira wajar memuncaki hasil riset karena Beliau Presiden petahana ..." pungkas Surokim (line 3)*

d. Rhetorical structure. Showing the survey result in numerical data, it signifies that the media want to clarify that such data is valid.

The third news with the title *Prabowo-Sandiaga gunakan istilah'Pos Pertempuran', Sekjen PSI: Ini penuh permusuhan*[10] (Prabowo-Sandiaga's Post Battle, PSI general secretary: full of hatred). This news mainly discusses about Raja Juli's disagreement on the naming of Prabowo-Sandiaga's Center of triumph is triggered by indication of arousing hatred narration among society.

The framing analysis of the news *Prabowo-Sandiaga gunakan istilah 'Pos Pertempuran,' Sekjen PSI: Ini penuh permusuhan* (Prabowo-Sandiaga's Post Battle, PSI general secretary: full of hatred) is

a. Syntactical structure. Form of sentence is deemed to arouse curiosity as well as ignite public emotion, by the use of *pedas* as an adjective which means sharp and tactless.

> *Keputusan Prabowo-Sandiaga menggunakan istilah'Pos Pertempuran'untuk menamai markas mereka di Jawa Tengah dikomentari pedas Wakil Sekretaris Tim Kampanye Nasional (TKN) Jokowi-Ma'ruf Amin, Raja Juli Antoni. (line 1)*

b. Script structure. The value of 'where' is nonexistent within the passage, since nonetheless, it is important to know where is the location when Raja Juli gave his written commentary in the aforementioned time. This text is seemed to be made by the perspective of journalist.

> *Menurut Raja Juli Antoni, istilah itu bisa memunculkan narasi yang sifatnya sangat buruk dan penuh permusuhan. "Ini sangat memecah belah. sangat buruk karena penuh permusuhan," terangnya melalui keterangan tertulis, Selasa (11/12/2018) (line 2)*

c. Thematic structure. The unbalance news is figured out in this passage. Media tends to view case just from one side. It can be seen through overall texts only mention Raja Juli's statements.

d. Rhetorical structure. Speaker tends to deliver message for public that the naming of 02 Candidate's Center full of hatred meaning. The analysis can be seen through the repetition word *sangat,* such in the following below:

> *"Ini sangat memecah belah. sangat buruk karena penuh permusuhan," terangnya melalui keterangan tertulis (line 2)*

Syntactical structure in the Lensaindonesia.com online media can be seen as the analysis of lead in the news, means the perspectives of the news can be seen from the analysis of syntactical structure. The analysis formed the sentences used to discredit one of the candidates. From Lensaindonesia.com online media, the news showed the way the reporter composes the facts. From the news scheme, it can be seen that Headlines, leads, background information, source quotes, statements, and covers converge on one presidential candidate.

Script structure in the Lensaindonesia.com online media did not provide the news using a generic version of news writing, such as who, what, when, where and why. The script directed to the information that journalists prefer to tell the facts about persuade public's opinion that the second candidate is not mutual and does not deserve to be president.

Thematic structure in this news is like the connection between one subthemes to others. The use of causal statement showed that the journalists minimize the facts to be appeared in text. Overall texts are opinion from the speakers and journalist. Rhetorical structure journalists emphasized the facts through causal statement, metaphor and repetition. Here the journalist sometimes use rhetorical devices to invoke images, increase salience of a point to increase the truthfullness of the news.

Gronemeyer conductes a research about the treatment of politics in the Chilean press using five generic frames and indicators, they are attribution of responsibility, conflict, human interest, economic consequences, and morality.[11] The purpose of the study was, to detect the use of the frames to know how generic they are. The method used in this research was quantitative content analysis, based on the indicators adapted from the baseline study and covering three years and six distinct newspapers, This study was to establish how the frames are presented in the Chilean media, their frequency of use, and whether there are significant variations over time and among the newspapers analyzed. In line with Gronemeyer, the research of framing the presidential election in Lensaindonesia.com online media was also establish the frame of the news tend to always in the one candidate.

This is also the same with the research about Bomb at *Sarinah* from *kompas.com* and *merdeka.com* online media which are taken from January 14 2016 to January 18 2016.The results of the study show the reconstruction or framing from *Kompas.com* in the *Sarinah* bomb case focused on the human interest side of the police, *Kompas.com* raised the positive image of the police in finishing the *Sarinah* bomb case. While *merdeka.com* shows the news that is not bound by certain interests, which can be seen from every news on merdeka.com that is very balance. The analysis of *Kompas.com* and *Merdeka.com* show that from the two media in forming the discourse is very different. The focus of the news about the Sarinah bombing but the result of framing show the reconstruction of the media ideology.

The media ideology is also related to the way of media construct the discourse of the news. The framing analysis from *Lensaindonesia.com* with the deep analysis of syntactical, script, thematic and rhetorical structure can lead us to the costruction the meaning of reporting 2019 presidential elections in Indonesia that the framing analysis refers only to one of the candidates, Jokowi. It seems

Lensaindonesia.com does not pay attention to the balance of information and data that should be able to be obtained by more than one resource person. The lead about the presidential election of 2019 should display an overview of what the author wants to give to the reader in accordance with the title, and also use the best way to make the news balance from one candidate to other candidate. The media is the result of the journalist construct the news.

4. Conclusion

From the three news about the The journalists are most likely indicated to cover much more Jokowi-Ma'ruf statement over Prabowo-Sandiaga, whereas also indicates their political preference through news framing before publication to the society. In syntactical structure, form of sentences used to discredit one of the candidates. In script structure, journalists prefer to drive public's opinion that the second candidate is not mutual and does not deserve to be president. In thematic structure, journalists such minimize the facts to be appeared in text. Overall texts are opinion from the speakers and journalist. In rhetorical structure, journalists emphasized the facts through causal statement, metaphor and repetition.

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