

**THE FRAMING ANALYSIS
ON ARTICLES ABOUT PSSI'S CRISIS
UNDER NURDIN HALID'S LEADERSHIP
AT THEJAKARTAPOST.COM**

A THESIS

**submitted as a partial fulfillment of the requirement
for Sarjana Sastra Degree**

**by
Ardiansyah
2008410056**



**ENGLISH DEPARTMENT
SEKOLAH TINGGI BAHASA ASING LIA
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APPROVAL

THIS THESIS IS APPROVED TO BE EXAMINED BY:

SUPERVISOR I

SUPERVISOR II

Srisna J. Lahay, M.Hum.

Indrani Dewi, M.Hum.

WRITER'S STATEMENT

The writer is fully responsible for the content of this thesis.

Jakarta, October 2012

The Writer

Ardiansyah

2008410056

If you want it, you must will it.

If you will it, it will be yours

(Rinaldo – Happy Feet Two movie)

**I would like to dedicate this thesis
to my family and
everyone who supports me in finishing this thesis.
Without your love, care, prayers, and supports,
I would never finish this thesis
love you all, thank you so much**

PREFACE

Alhamdulillah, finally I finished this thesis. I would like to thank ALLAH SWT for the enormous blessing so that I can finish my thesis on time. I would like to thank the greatest prophet Muhammad SAW, a role model and the idol for all Muslims around the world. I also would like to give my gratitude, respect, and appreciation especially to some people who have given their best supports:

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9. All my comrades.

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Jakarta, October 2012

The Writer

Ardiansyah

2008410056

ABSTRACT

Name : Ardiansyah

NPM : 2008410056

Title : THE FRAMING ANALYSIS ON ARTICLES ABOUT PSSI'S
CRISIS UNDER NURDIN HALID'S LEADERSHIP AT
THEJAKARTAPOST.COM

The writer analyzes the articles at thejakartapost.com to find out how thejakartapost.com frames the articles and what the ideology is. The framing analysis by Zhongdang Pan and Gerald M. Kosicki is used to analyze the data. The conclusion of the research is that Nurdin Halid is the cause of PSSI's crisis and that thejakartapost.com and its journalists side of the people who oppose Nurdin Halid retaining his position as the chairman of PSSI.

Key: Framing Analysis, Zhongdang Pan & Gerald M. Kosicki, Ideology.

TABLE OF CONTENTS

Title Page	i
Approval and Acknowledgement	ii
Writer's Statement	iii
Dedication Page	iv
Preface	v
Abstract	vi
Table of Contents	vii
List of Tables	ix
CHAPTER I : INTRODUCTION	
A. Background of Research	1
B. Statement of Problems	3
C. Research Objectives	
D. Scope and Limitation	4
E. Research Methodology	
F. Organization of Writing	7
CHAPTER II : THEORETICAL REVIEW	
A. Framing Analysis	10
1. The Uses of Framing Analysis	11
2. Framing Analysis by Zhongdang Pan & Gerald M. Kosicki	12
3. Ideology	15

CHAPTER III : ANALYSIS AND DISCUSSION

A. Analysis 18

B. Discussion 76

CHAPTER IV : CONCLUSION 80

BIBLIOGRAPHY 83

APPENDIX 85

LIST OF TABLES

Table 1	: Framing Analysis framework from Pan and Kosicki	14
Table 2	: Analysis of sentences in article one	34
Table 3	: Analysis of sentences in article two	62
Table 4	: Discussion of article one	76
Table 5	: Discussion of article two	78

CHAPTER I

INTRODUCTION

A. Background of Research

Media plays an important role in our society. Media plays the role in conveying information or event to people through its products. The product of media represents how people react to something that has happened and to how the writers of the news present an important event that people should pay attention to. In writing news, journalists are not indiscriminate when stringing sentences. They learn how to write a good and worthy news. The language they use is also specific because media journalism explains the events that really happen. Referring to Siregar, media journalism is a specific activity. It has a special language, simple, and formal because it shares facts and comments about all happening around us (135).

The media delivers news to inform readers about what happens in the world every single day. Information in news is so precious and important for

all people. Stephens defines news as a shared information about an event in public (qtd. in Zelizer 24). The way media deliver news develops so that it is easier for readers to know information from all over the world.

Newspaper is one of the examples of media's products. Messages written on an article of the newspaper have important meaning for the readers. Every single article in the newspaper has its own news. It also contains implied messages behind the news. According to Christopher, newspaper is the beginning of mass media's revolution. The power of its writing is strong although it is surrounded by other media (1). Then, according to Rudin and Ibbotson, a newspaper represents a fundamental circulation medium of news and information to readers (45).

Writing an article is not easy as it seems. It is like building a big company. In order to build a company, several elements are needed and planned. In writing an article, the journalist has to think about arranging sets of words and sentences that represent how good the news is just by looking it at a glance.

The journalist plays the role in writing an article. Every single article has its own style of writing which is important. The journalist shows the idea of an event by using specific words, sentences, lead, relation between sentences, photos, charts, and other devices to make the reader understand the whole story of news (Eriyanto 254). They are taught to be objective, but their personal opinions and biases sometimes may affect their articles. These might influence a reader's attitude and behavior.

To find out the ideology of mass media, readers can analyze the news by using framing analysis. The writer's intention in writing an article appears and gives more comprehension to the readers. It also gives positive or negative effects to the reader. Every single mass media frames news based on its ideology and makes the same point of view between journalists and readers. Eriyanto states that ideological similarities between journalists and readers will happen, hypothetically (96).

Framing analysis relates to how a journalist gives the idea of a story and the ideology of the media. According to Pan and Kosicki, this framing looks at the information in a unique or special context and places particular elements from public issues (qtd. in Eriyanto 252). Pan and Kosicki analyze framing by dividing news into four basic parts: Syntax, Script, Thematic, and Rhetoric (256). From those parts we can guess how the writer brings the reality of the news and the ideology of the media.

The writer applies framing analysis by Zhondang Pan and Gerald M. Kosicki. According to Zhondang Pan and Gerald M. Kosicki, framing is a strategy to build and process the news. Framing can be understood as cognition tools that are used to explain and get the information. Framing is also related with routine activities and journalist convention in making news (Eriyanto 68).

The ideology which brings the story behind the event in news is interesting to analyze. Ideology is an essentially contestable concept and, as such, it makes little point to describe what it 'really' means (Franklin 107).

Scientific researches by using framing analysis have been done by previous researchers. They investigate the product of mass media with articles of religion, culture, economics, and others. What distinguishes the writer's research with other researches is the type of article. The writer is interested in analyzing the articles about the crisis in the highest soccer association in Indonesia, PSSI (*Persatuan Sepakbola Seluruh Indonesia*). The writer chooses thejakartapost.com's articles because of its consistency in delivering PSSI's crisis. This makes the readers more informed about what has happened to PSSI. The readers can guess the ideology of the media by understanding the text.

The crisis in PSSI is one of the hottest issues in our country recently. Since our national team's bad achievements in several international competitions and corruption issue which is related to the former chairman of PSSI, Nurdin Halid, PSSI as the highest soccer association in Indonesia is blamed by all Indonesian people. They want its reformation by conducting demonstration on the street and demanding an election for new chairman of PSSI in order to re-build Indonesian soccer's future. Otherwise, FIFA (*Federation Internationalé de Football Association*) as the highest soccer association in the world will punish PSSI for violating the statute of FIFA because Nurdin Halid has been jailed for corruption when he serves as chairman of PSSI.

B. Statement of Problems

The writer identifies two major problems which need to be analyzed and interpreted. These problems are:

1. How does thejakartapost.com frame the PSSI's crisis in the article "FIFA should explain why Nurdin is still in power: Ambassador" and "All actors in the PSSI drama 'are dirty': Legislator"?
2. What is the ideology in thejakartapost.com and the writer of the articles about PSSI's crisis?

C. Research Objectives

This research intends to explore the frame of the articles from The Jakarta Post, which are stated in the objectives of the research as follows:

1. To analyze how thejakartapost.com frames the articles about PSSI's crisis.
2. To find out the ideology in thejakartapost.com and the writer of the articles about PSSI's crisis.

D. Scope and Limitation

This research deals with articles from thejakartapost.com about PSSI's crisis under Nurdin Halid's leadership. The writer focuses on analyzing the articles by using framing analysis of Zhongdang Pan and Gerald M. Kosicki. There are two articles in this research. The articles are published at thejakartapost.com. They are "FIFA should explain why Nurdin is still in power: Ambassador" dated March 4th, 2011 and "All actors in the PSSI drama

‘are dirty’: Legislator” dated March 30th, 2011. This research focuses the use of language in these articles.

E. Research Methodology

1. Method

The approach used in this research is qualitative. The qualitative research is a broad approach to the study of social phenomena (Marshall and Rossman 3). Qualitative approach is a general way of thinking about conducting qualitative research by describing either explicitly or implicitly, the purpose of the qualitative research, the role of the researcher(s), the stages of research, and the method of data analysis.

This research is about the PSSI’s crisis under Nurdin Halid’s leadership in two articles taken from thejakartapost.com. Framing analysis is used as a method of analyzing the articles.

2. Data

The writer collects the data taken from thejakartapost.com. The data are taken from two articles about PSSI’s crisis. The first article contains 13 paragraphs and the second article contains 11 paragraphs.

3. Data Source

The data are two articles taken from thejakartapost.com published on March 4th and 30th, 2011 when the problem was culminated.

4. Data Collection

The first step of collecting data begins by browsing articles on thejakartapost.com. The second step is selecting articles about sports. The last step is choosing the articles about PSSI's crisis.

5. Data Analysis

The data analysis uses the theory of framing analysis by Pan and Kosicki. The writer uses this model of analysis by dividing the structure of an article into four basic parts. They are Syntax, Script, Thematic, and Rhetoric. This analysis is also a method to uncover the ideology of the media behind the writing of the article.

The first step in framing analysis by Pan and Kosicki is analyzing the data based on syntax structure, such as headline, lead, background information, quotations, sources, statement and closing. The second step is analyzing script structure, which is analyzing parts of news such as what problems occurs in the article, when, where, why and how the problem occurs, and who are included in the article. The third step is analyzing thematic structure which consists of details, intentions and relations of sentences, nominalization of inter-sentences, coherence, forms of sentences, and pronouns. Then, the fourth step is analyzing rhetoric structure which consists of lexicon or choice of words, graphics, metaphors, and "if" or "wish" forms. After the analysis, a conclusion is drawn according to the frame of the article. The ideology can be seen from how the journalist frames an aspect in the article.

F. Organization of Writing

This thesis comprises of four chapters. The first chapter consists of background of research, statement of problems, research objectives, scope and limitation, and research methodology. The second chapter is theoretical review which consists of a theory that is used in this research. The theory is Framing Analysis by Zhondang Pan and Gerald M. Kosicki. The third chapter is the analysis of the data, which is based on the statement of problems in the first chapter. The data is analyzed by using the framing analysis to answer the research problems. The fourth chapter consists of conclusion as the result of this research.