

## INTRODUCTION

Media is a tool of communication which functions to give information. It takes an important role in public to help people to get some information or phenomena in place that is separated by distance and place. People who live in Indonesia can get information of what is happening in America. Therefore, this is an evidence that it has such a big role in life. Media itself is not only giving the information but also entertaining and educating people in society with many content provided.

There are various types of media which can help people to get information about the current events, entertainment and education and others. It can be printed in the forms of newspaper, book, magazine and pamphlet. Television and radio are kinds of electronic media which still exist and used by people and even radio that is currently used can be accessed via mobile phones. Nowadays, the media that is widely used by many people in the world is social media. Through it, people can share their thought, feeling, information, emotion and many more. Its platforms include Youtube, Twitter, Facebook, Instagram, LinkedIn, Whatsapp, and others. By using them, people can easily gain advantages from technology to get some information and entertain themselves through internet only by using smartphone which has access to connect to the internet.

McQuail (1994) as cited in Linstorm (2012) states that mass media has some big potentials in persuading opinion, attracting and leading public attention, influencing people, informing broadly and quickly, and structuring definition of reality. How it reports news is also affecting public's opinion of the people who

read the news. In other words, it serves framing while interpreting reality influences of how public construe the events. Besides, it also has the power and authority in influencing the way people think after reading the news and it is called framing in journalistic world.

According to Entmant (1993) as cited in Scheufele (1999), selecting some aspects of reality and making them more dominant to promote some event is called framing. In framing, not all news is in accordance with the facts on the ground, but it all depends on the journalists who want to emphasize which events in the news. Framing has two aspects. The first aspect is to choose facts. This means choosing what you want to choose and discarding what you do not want to choose. It also affects how the facts are reported by choosing certain perspectives. This can lead to differences in viewpoints between the media and the people who read them. The second is to write down the facts. This can affect how people think and behave after reading the news. Facts can be written by emphasizing a few words that can lead to public opinion. The choice of words and pictures can also help in writing facts.

Media framing can be described as writing news by focusing on one particular event that can benefit certain parties. Therefore, framing is very important because it has a big influence on certain parties. In framing, there are some parts that are highlighted and there are also some parts that are eliminated or even discarded. It is done to lead public's opinion which is compatible with perspective made by media. Framing is not only for leading public's opinion but for researchers the media's framing can be used to analyze on which side the media takes.

There was news which reported a controversial project that involved the government as the party who conducted it and it was published by Republika online in 2016. It was a Jakarta bay reclamation project in north Jakarta. Reclamation based on Britannica can be defined as the process of fixing the land to make it more appropriate to be used intensively. Reclamation land project in Jakarta is conducted by the administration of Jakarta which involves the creation of 17 manmade island in Jakarta bay. It had been conducted in the government of Soeharto until Anies Baswedan served as the governor of DKI Jakarta, it stopped.

This project which creates 17 artificial island would significantly change and damage the environment in the northern Jakarta. It could also make the fisherman lose their jobfield which was in Jakarta bay. The Minister of Marine and Fisheries asked the city to postpone the project and stated that it needed permission from the ministry because it affected the sea environment. This reclamation land was set to build real estates and golf courses which could be accessed by people with higher income. Not only that, there would be low income resident as well. Nevertheless, it would give the benefit to people with high-income but not for people with low-income not for fishermen whose places of work were damaged and their human rights were taken away.

The previous researches that are using Pan & Kosicki's theory have been conducted before with different cases by Sutiawati et al (2018) which was entitled "Pembingkai Berita Reklamasi Teluk Benoa di Balebengong.id Periode Agustus 2016". The previous research's analysis is using ZhongDang Pan Kosicki's theory and uses online media Balebengong.id as the data. The result

shows that Balebengong, in writing this article, was trying to influence public by showing the contra side of this project. It also showed various rejection from various parties which appointed to the government which was one of the party who did the reclamation project in Benoa. Balebengong seemed to focus on the parties who refused the reclamation, such as Pasabayan Desa Adat Bali, law expert, and artist because it affected the environment and social culture in Bali.

The other research is conducted by Prasetyo et al (2020) which titled "Framing Pemberitaan Sidang Gugatan Kasus Proyek Reklamasi Pantai Utara Jakarta". This research uses two different media as the source which are Detik.com and Okezone.com. The result shows that Detik.com, as one of the media which published this issue, seems more objective in writing the article. They did not take side to any parties. It can be seen the way they see from the perspective of different sources. Meanwhile, Okezone.id took side to the fisherman. It can be seen when the sources which were selected by Okezone.com were also from the fisherman's point of view and also the title and content of the article consist of the sentences that criticized the project.

This research analyzes how media frame two articles about reclamation project in Jakarta bay on Republika online using syntax, script, thematic and rethorical structure of framing theory by Zhongdang Pan and Gerald M. Kosick's theory. The Zhongdang Pan and Gerald M. Kosicki models assume that every story has a frame that functions as the center of the organization of ideas. In this case a device that can be conceptualized into concrete elements in a discourse is used. Then it can be arranged and manipulated by news makers and can be

communicated in communication awareness. This device can be divided into four large structures, namely syntax, script, thematic, and rhetorical.

- 1) **Syntax** focuses on how journalists arrange the words, quotation opinions, observations of the events in the general form of sentence. The observation units include leads, settings, headlines, and quotes taken. These are all parts of the syntax that must be observed in analyzing framing because from that it is known how journalists understand and organize facts into news arrangements.
- 2) **Scripts** focus on how the storytelling operate or how storytelling strategy is used by journalists in arranging the events into the form of news. The scripts part include what, who when, where, why and how question. It gives the meaning of the news that the scripts contain a complete information from the beginning to the end.
- 3) **Thematic** deals with the way the journalists write their views of events into the structure of the sentences or relationships between sentences, preposition that they uses in order to make a good news.
- 4) **Rhetorical** focuses on how journalists use a choice of words, images, and graphics that they will use.

They have the function of emphasizing the meaning to the reader and support the writing.

### 2.1 Zhongdang Pan Kosicki's Framework.

Structure	Framing Devices	The Observed Unit
<b>Syntax</b> (How journalist conducts the fact)	News scheme	Headline, lead, information background, quotation, source, statement and closing.
<b>Script</b> (How journalist tells the fact)	The news completeness	5W+1H
<b>Thematic</b> (How journalist writes the news)	Detail, coherence, form of sentence, pronoun	Paragraph, preposition, intention and relation among sentences.
<b>Rethorical</b> (How journalist emphasizes facts)	Lexicon, graphic and metaphore.	Words, idiom, picture and graphics.

Syntactic is the adjective of word structure or phrase in a sentence. In news discourse, it contains headline, lead, background information, source, closing in a text. Syntactic form which is popular is pyramid structure that is started with headline, lead, episode, setting and closing. Headline is a syntactic aspect and news discourse with high level of prominence that shows news trend. Headline has a strong framing function. It influences how the event is being understood then it is used in creating issue understanding events as they are published. Commonly, the ideal lead gives a viewpoint from the news or shows a certain perspective from the events that are published. Setting is a part of news which can influence the meaning that the journalist wants to present. Setting also determines which side the audience's view will be taken. News source quotation is meant to build objectivity, principle of balance and no to take sides.

A common structure of script is 5W+1H (what, who, when, where, why and how). Script is one of the journalist's strategy in constructing news, how an event is understood through a certain way by arranging parts with a certain sequence. Thematic structure can be observed on how the event is disclosed or made by journalist. It is related to how facts to be written. Coherence (the relation between words, preposition or sentence) is an element in thematic structure.

Rethoric structure explains words which are chosen by the journalist to emphasize meaning that the journalist wants to highlight. Lexicon is the choice and use of words to mark or describe events. Graphic can also be used to emphasize the meaning in some events. The use of bold, italic, underline type font, caption, picture and table helps emphasizing meaning