Framing analysis on Luwuk Post on the news of regional head election campaign (Pilkada) Banggai Regency in 2020

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ABSTRACT

This research aims to find out the framing and construction of Luwuk Post media reality to the news of the 2020 Banggai Regency regional head election. To collect data is done by identifying the overall news document published in the Daily Luwuk Post newspaper during the campaign period based on PKPU No. 13 of 2020 which began from November 22, 2020 to December 5, 2020. The research method used in this research is to use a qualitative descriptive approach. The data sources used in this study are primary data and secondary data. In this study, the data analysis technique used is an analysis tool using Nvivo, Nvivo as an analysis tool that displays data in the form of text and images through the process of coding data. The sample in this study is textually the title of the news of campaign activities in Banggai Regency in the 2020 Election in The Luwuk Post Newspaper Daily period of November 22, 2020 to December 5, 2020 into a sample of research. With the results of the study that the framing of Luwuk Post media on the news of the 2020 Banggai District Regional Election Campaign with the highest percentage consisted of Define problems with a news point of view of 66%, Diagnose Causes with 75% news issues, make moral judgment with a positive frame of 76%, and the last Treatment recommendation with 88% source suggestions. Data coding results through NVIVO 12 Plus show the candidate pair H. Herwin Yatim – H. Mustar Labolo (WINSTAR) packages his interests by making the agenda of government or government policy as the object of news and efforts to influence the lives of readers in the sense of making choices to WINSTAR candidate pairs.

1. Introduction

The During the campaign, the media will be a forum for candidates to convey their political message (Idris, 2018). The message conveyed will affect people's opinion, This is because the media can influence the mass audience in making choices (Belcastro et al., 2020). Binding independence positions the media as an alternative to helping people understand the events, political maps and programs of each candidate's spouse. Events in political events become an interesting press commodity because they involve a wide audience (Wintersieck et al., 2021).

Thus it can be concluded that the media has a role during the regional head elections that are for the benefit of the campaign as an effort to garner votes for each candidate pair; and on the other hand, the media plays a role for the people of prospective voters as a forum for political participation in making choices (Okolie et al., 2021).

Luwuk Post included reporting preparations ahead of the Banggai Regency regional head election, candidates, political party coalitions, the agenda of the Banggai Regency Government's activities that contained political messages, and opinions ahead of the Banggai Regency regional head election in 2020.

The trend of reporting on WINSTAR during the period before and during the campaign is certainly not a coincidence. So to recognize the phenomenon requires a theory that can identify it (Maxworth et al., 2020). Framing analysis is said to be one alternative model of analysis that can reveal the secret behind a difference, even the media's opposition in revealing facts (Sitohan, 2021). Framing in its position is used to know how reality is framed by the media, in the interest that social reality is able to be understood, interpreted, and constructed with certain forms and meanings (Van Spanje et al., 2013). In this case, news framing is essentially commonplace by a number of mass media, without being tied to its type of platform (Dimitrova & Connolly-Ahern, 2007).

Framing analysis can also describe the construction of reality that media builds by identifying news content. In practice, framing takes place by highlighting issues that have been selected by the media (Fadillah et al., 2020). The bulge in this case, is the information will be processed so that the public remembers it more). In line with Entman who saw two major dimensions of framing: the selection of issues and the emphasis of certain aspects of reality (Arifin et al., 2020). Luwuk Post news can certainly direct the public that officials of the Banggai Provincial Government make the agenda of their government activities as a place to gain support in the regional head elections in 2020 (Khairiza & Kusumasari, 2020). It also becomes interesting when Luwuk Post has a high enough frequency in reporting the agenda of the activities of the Banggai Government which inserted the political message of its officials, rather than the point of view of other facts on the ground, as well as the intensity with other local media (Weible et al., 2012).

Based on the description above, the reason the author took research analysis of Luwuk Post media framing on the news of the 2020 Banggai Regency regional head election campaign is that researchers see the involvement of several media intensive in presenting news of the 2020 Banggai District Head Election Campaign, one of which is local media Luwuk Post. In this case, the author wants to see how the Luwuk Post media frames this news as well as the construction of reality produced by the print media "Luwuk Post" news of the 2020 Banggai District Regional Election Campaign.

2. Theoretical Framework

2.1. Analysis of Robert N.Entman's Framing Model

Framing this model, focuses on the strategy of selection of issues to form perspectives that will be embedded in society in accordance with the construction of such media. In practice, framing takes place by highlighting issues that have been selected by the media (Chong & Druckman, 2007). The bulge in this case, is the information will be processed so that the public remembers it more (Eriyanto, 2011). In line with Entman who saw two major dimensions of framing: the selection of issues and the emphasis of certain aspects of reality.

Entman in his view has two great dimensions: the selection of issues and the protrusion of certain aspects of reality. Selection of issues is a concept for choosing facts from reality (Huda, 2019). Furthermore, Entman also explained that protrusion is the part that processes a fact to be more interesting, has value, and is easily accepted by the community (R. M. Entman, 1993). Framing in this theory is the result of an interaction between a journalist's perspective and existing facts. Thus, the reality presented is a complex reality where the truth is not denied as a whole, but deflected by highlighting certain aspects (Drs. Alex Sobur, 2018). Robert N. Entman (Eriyanto, 2011) Map the four stages of framing analysis:

First. Define Problems (defining problems). This is the first visible element of framing. This element is the main one. This element emphasizes how an event is understood through the journalist's point of view. When there is a problem or event, the same event can be understood by the journalist differently (McHugh, 2000). And these different frames will cause differently formed realities. Second, Diagnose Causes (estimating the cause of the problem). This framing element

serves to frame who is considered the actor of an event in the journalist's point of view (Santoso, 2021). The cause in question is what(what), but it can also mean who (who). Third, Make Moral Judgement (making moral choices). This element is a framing used to justify or give arguments to the definition of the problem that has been made. When the problem is defined, the cause of the problem has been determined, a strong argument is needed to support the argument (Launa, 2020).

Fourth, treatment recommendation (emphasizing completion). This element serves to assess what the journalist wants. What path is chosen to solve the problem? Problem solving in this element depends on how the event is viewed and who is viewed as the cause of the problem.

2.2. Newspapers

Newspapers are one part of the mass media where the contents are a collection of articles, stories, campaigns, especially news and so on printed on a sheet of paper with a plano size and published at a specified time, and published every day or once a week (Sama, 2019). The book "Encyclopedia of the Indonesian Press" explains that newspapers are products of the press classified in print media that are published periodically and disseminated to the public in general (Ulfa et al., 2021). Newspapers were first discovered in the United States, based on the history that the newspaper described discovered and printed first by an immigrant originally from England in 1690, named Benjamin Harris (Saiful Bahri, 2020). Today newspapers are developing into one type of press product that has significant power to be used as a means of social control in the life of the nation and state. It departs from the ideology of the press which has always been closely related to social, cultural and political life. Newspapers have the same characteristics as a medium. According to Filistrucchi (2018), the understanding and characteristics of newspapers , that is:

a. "Publicity: means that news published with a target audience is the public or the general public. Where the newspaper emphasizes that it aims to be known to the general public.

b. Periodicity: the meaning of a newspaper having a continuous time to publish by adjusting the predetermined time.

c. Actuality: means that the content of news in newspapers is an event or information that is fact and actually occurs on the ground.

d. Universality: means that the issues or problems published in newspapers are broad and not monotonous in one discussion only. In other words, the diversity of information in newspapers touches all social aspects of society.

e. Continuity: means that its content has a connection between one event and another."

From the description above it can be explained that print media is one of the mass media that is widely used by the public in various social layers, because this mass media is publicity which means that all the information presented is continuous (Kaupins, 2016). And the message side prioritizes the value of Up To Date. Print media is also a means of conveying messages and information that are general, to a relatively large, spreading, heterogeneous, anonymous, and printed audience (Suárez-Carballo et al., 2018). Print mass media is published periodically, the content of the message must be general, concerning all problems and presented continuously. In the mass media of newspapers, information is managed specifically in order to be alluring to the audience. Newspapers not only sell but also package the news with interest (Scourfield et al., 2019). Therefore, information becomes one of the important things in life.

2.3. Effective Intercultural Communication

News is the result of coverage and interview activities between events in society involving the ideological views of journalists or the media. How the news is packaged depends largely on how journalists are represented (Biletska et al., 2021). "The news comes from the English language mentioned Write. The real meaning is that there is or happens. As some say Vritta, it means "event" or "what happened."" in Indonesian then becomes news or news" (Holliday et al., 2021).

Good news indicators are the fulfillment of elements 5W + 1H, but some news, such as feature, softnews, has two different elements, namely important and interesting (Almilia et al., 2020). Both

elements can be seen from the value contained of an event or fact in the news. A news story has several processes before it gets to the stage of being loaded on the mass media.

Before it is published, the news will go through the process of identifying whether a news story already contains news value and so on, this is because a news can be said to be news if it has news value. In the book Journalistic Communication, Jenkins "News is a report of a fact or report of events or opinions disseminated in general through the mass media". (Jenkins et al., 2020).

According to Vartanova & Gladkova (2019) defines news is a report of events that have appeal and meaning to the reader of a newspaper, or an event that is published so as to attract readers to read the news. In the presentation of news aimed at stimulating the rise of attention, there are four main factors, namely:

a. Significance, which is an event that is likely to affect the lives of many people or events that have consequences on the life of the reader.

b. Magnitude, which is an event that concerns numbers that are meaningful to the lives of many people, or events that can be summed up in numbers that are interesting to the reader.

c. Timeliness, which is an event that concerns things that have just happened, or just been proposed.

d. Proximity, which is a close event for the reader. This closeness can be both geographical and emotional.

News as part of the world of journalism certainly can not be separated from the characteristics of journalism language. The language used in journalism is key (Mannay, 2020). This is because language serves to communicate various social events to the audience. Therefore, language is the most noticed aspect because through the language of a news can be accepted or not by the audience.

2.4. Regional Head Election (PILKADA)

Regional head elections are political activities as an implementation of the sovereign right of the people to choose leaders for the next 5 years. With the election of the head of each region there will be a democratic change of ruler (Bloom, 2020). Based on Government Regulation No. 6 of 2005 concerning the Election, Endorsement, Appointment and Dismissal of Regional Heads and Deputy Regional Heads, Elections are the implementing containers of people's sovereignty in provincial and/or regency/city areas based on the mandate of Pancasila and the 1945 Constitution for the election of regional heads and deputy heads of regions (Rasidi, 2019).

The election of the regional head is also an attempt to update the process of changing the ruler in the Indonesian political system, at the level of local government. Before the renewal, a regional head was not elected through a political process and stage that we currently know as an election, because it does not involve the voters (Pendakur, 2019). According to Fadillah & Zhenglin (2020) Regional head elections are political events to pave the way widely to prospective local leaders to realize the implementation of participatory democracy.

According to Thomas (2020) said that regional head elections are a democratic political process to make choices to candidates for regional heads directly. The implementation of regional head elections based on the mandate of the constitution article 56 paragraph (1) of Law No. 32 of 2004 which explains that: Regional Heads and Deputy Regional Heads are elected in one pair of candidates that are carried out democratically based on the principle of direct, general, free, secret, honest and fair.

Based on the above legal foundation, regional head elections aim to elect regional heads and deputy regional heads in a certain autonomous region coverage, thus regional head elections are able to realize a stable and quality political system, because there is a process between voters, political parties, organizers and mass media. To be able to carry out the mandate of Law No.32 of 2004, article 57 of the implementation of the Election was submitted to the General Election Commission (KPU) as follows: (1) The implementation of regional head elections is organized by KPUD which is further responsible to the DPRD, (2) In carrying out its duties, KPUD will provide a report on the implementation of regional head elections to the DPRD (Sulaeman, 2017).

The implementation process by KPUD then changed its rules based on the decision of the Constitutional Court (MK) Number 47/81/PHPU (Nyoto et al., 2020). A/VII/2009 granting a request in the form of KPUD is no longer responsible to the DPRD because it will interfere with the indecency of KPUD in carrying out elections. KPUD is only responsible to the community and the DPRD only submits a report on the implementation of the task (Harmono et al., 2020).

The benefit of the implementation of regional head elections is the birth of leaders who have the ability to know the local context and be responsible to the people, in other words that the people will choose their leaders based on their own knowledge (Huda, 2019). From Gray (2020) added that there is another positive advantage that the election of the head of the region directly gives a broad opportunity to the leader according to the will of the majority of the people and the stability of the government is safer this is because a government is not easily overthrown.

Based on the above opinion description, the election of regional heads has a strategic and legally protected function to be a forum for the implementation of people's sovereignty to choose their regional leaders, so that leaders who will be more responsible to the people than to their political parties will be born.

2.5. Campaign

Machlis said that the campaign is one of the activities by political actors that is most often witnessed by the public, both through the media and in person. According to Rogers and Storey adding a definition, a campaign is a persuasive action aimed at exerting influence on a large and sustained audience at the planned time (Machlis, 2018). Meanwhile, according to Vieira (2018) they explained the definition of campaign is an activity that is carried out consciously, requires implementation with a planned time in a certain period with the aim of influencing the community or a specific target audience. From the description of the definition, it can be concluded that: (a) Activities in campaign activities involving the communication process affect a particular audience , (b) as a persuasive effort and motivate the audience to participate, (c) can create certain effects or feedback in accordance with the planned, (d) Carried out based on the theme that is carried out and specific, (e) carried out based on planned and ongoing time.

In general, the media used for campaigns are billboards (billboards), newspapers, radio and television. With a campaign, political actors can convey their messages, ideas, programs to audiences as their prospective voters (Khairiza & Kusumasari, 2020). Regarding campaign messages, Bovee said campaign messages are both verbal and non-verbal messages that have been planned before.

Thus, for the success of an effort to influence prospective voters. Campaigns can collaborate between verbal and non-verbal messages to support the strength of the campaign, i.e. to increase the appeal of the campaign (Jandevi, 2019). Based on the description it can be concluded that the messages to be delivered through the campaign must utilize various media, both print and electronic. According to Bischof & Senninger (2018) also added, that political campaigns are briefly defined as the distribution of messages that are informative and persuasive, where the goal is to rally votes and educate the public about their political choices, namely political parties, candidates and programs. Thus, based on the explanation above the Campaign is everything that provides information to the public related to the profile of the candidate of their chosen regional head either educational background, vision-mission or work program (Keeler, 2020).

2.6. Media Reality Contruction

It has become a rutinits for a mass media to construct reality, which will be presented to the audience. The media consists of workers who construct reality. (Wu et al., 2021) Because basically mass media workers are conveying events, then constructing the reality of news is certainly the main busyness before it is delivered to the audience. Thus, Media can be said to be a construction agent. Views have a different portion than positivists in assessing the media.

Facts or events that exist in the media are the result of construction. For constructionists reality is the result of subjective journalists. Reality is present, because it is presented by the journalist's perception of the facts or events that exist. According to Herbert J. Gans, in the media there is no news that is objective as a whole, because reality is created through a certain view (Fleming, 2012).

The interests of the mass media also influence the news that will be delivered to the audience. This gives rise to the assumption that the facts presented to the audience are not real facts, but facts born from the construction of journalists and media with a background of certain interests (Silvana et al., 2020).

Thus journalists as media workers are always related to making complex events and facts into a report made as beautiful as it becomes a news story (Jenkins et al., 2020). Through the above explanation, the author concludes that the media is a construction agent of facts in an event or fact. Where in a media there are journalists. News produced by the media is the result of the construction of journalists (Sachsman & Valenti, 2020). That is, news is not only a journalistic product of objectivity but the subjectiveness of journalists to objects.

3. Method

The research method used in this research is to use a qualitative descriptive approach. Data analysis is the interpretation of data that has been compiled or data that has been obtained from the results of research that has been done. This study uses qualitative descriptive methods, qualitative descriptive analysis in this study aims to describe the results of findings in research in detail (Pribadi & Nasution, 2021). This research uses software as an analysis tool, namely Nvivo 12, Nvivo will process and display data in the form of text and images through the process of coding data Abd Hadi (2021) or computer-aided text analysis. The use of Nvivo as an analytical tool has stages that begin with; (1) data import, (2) data coding, (3) data classification, and (4) displaying data (Brandão, 2015), And the results of data coding are interpreted. Import data from the results of data retrieval in the field in the form of soft files of news sets into Nvivo. Coding data as a process of translating data from data imports. The coding process is adapted to the theory that has been used. Classifying data as a process of retranslation of data coding, classifying process using Nvivo crosstabulation, crosstabulation as a comparison process of each data. The last stage in the Nvivo analysis process is the display of data in the form of graphs and tables, this analysis model in Nvivo is referred to as five steps analysis (Pendakur, 2019).

Furthermore, after analysis the results will be interpreted to others in an overall descriptive form by looking at the construction of reality produced by the framing analysis of Robert Entman's model. This refers to the frame of mind that has been described earlier. The data collection was carried out by identifying the overall news document published in the Daily Luwuk Post newspaper during the campaign period based on PKPU No. 13 of 2020 which began from November 22, 2020 to December 5, 2020. Upon identification, each news story will be presented in table form by applying a framing analysis of Robert Entman's model. According to Sugiyono (2018) defines a research variable as an attribute or trait of a research object determined by being studied and given conclusions. Judging from its nature, research variables can be divided into two, namely variable X and variable Y.

Free variable (X), i.e. variables that can undergo changes in this case can be either increase or decrease. The framing analysis of Robert N. Entman's model in this theory is the result of an interaction between a journalist's perspective and an existing fact. Thus, the reality presented is a complex reality where the truth is not denied as a whole, but deflected by highlighting certain aspects (Drs. Alex Sobur, 2018). Robert N. Entman in (Huda, 2019) mapped four stages of framing analysis:

First. Define Problems (defining problems). This is the first visible element of framing. This element is the main one. This element emphasizes how an event is understood through the journalist's point of view (Radojevic et al., 2020). When there is a problem or event, the same event can be understood by the journalist differently. And these different frames will cause differently formed realities.

Second, Diagnose Causes (estimating the cause of the problem). This framing element serves to frame who is considered the actor of an event in the journalist's point of view. The cause in question is what(what), but it can also mean who (who). Third, Make Moral Judgement (making moral choices). This element is a framing used to justify or give arguments to the definition of the problem

that has been made When the problem is defined, the cause of the problem has been determined, a strong argument is needed to support the argument.

Fourth, treatment recommendation (emphasizing completion). This element serves to assess what the journalist wants. What path is chosen to solve the problem? Problem solving in this element depends on how the event is viewed and who is viewed as the cause of the problem. Bound variable (Y), which is a variable that cannot change even within a certain period of time. According to Mendelsohn (2021) defines news is a report of events that have appeal and meaning to the reader of a newspaper, or an event that is published so as to attract readers to read the news. In the presentation of news aimed at stimulating the rise of attention, there are four main factors, namely: (1) Significance, which is an event that is likely to affect the lives of many people or events that have consequences on the life of the reader, (2) Magnitude, which is an event that concerns numbers that are meaningful to the lives of many people, or events that can be summed up in numbers that are interesting to the reader. (3) Timeliness, which is an event that concerns things that have just happened, or just been proposed, (4) Proximity, which is a close event for the reader. This closeness can be both geographical and emotional.

4. Results and Discussion

The description of data analysis techniques in the Banggai district election campaign news by The Luwuk Post Daily will be analyzed by the framing method of Robert N. Entman's model using the NVivo 12 Plus analysis tool. In this study will answer the formulation of the problem that is "How is the framing of the media against the news of the election campaign of the head of Banggai district in 2020?" Luwuk Post daily in the period 22 November 2020 until December 5, 2020 published 23 news about the 2020 Banggai Regency Election campaign as a sample in this study. Where textual news as a whole will be analyzed through the NVivo 12 plus analysis tool.

Previous discussions have explained that the function of nodes is concepts that adapt to the theory used in this study, namely the framing analysis of Robert N. Entman's model. Nodes consist of mother nodes and child nodes, mother nodes are the main indicators while child nodes are supporting or derivative indicators. In addition, there is also a case that is a source of research data consisting of informants, organizations, research locations, media, documents, and other characters that can describe research data (Huda, 2019). Mother nodes adapt to the theory used, namely the analysis of framing model Robert N. Entman consisting of define problems, diagnosis causes, make moral judgement, and treatment recommendition. While the child node of this study adjusts to the Mother Node which is then used to draw indicators from existing theories so that it can answer the problem formulation (Cuesta-Claros et al., 2021).

The entire indicator will be used to answer the problem formula. Each news content contextually, will be translated into each child node and mother node indicator in the process of coding data through Nvivo 12 Plus. Contextual news that has been matched will be processed through crosstab, then will be visualized and interpreted.

4.1. News Analysis results

The object in this study is the overall contextual news regarding the 2020 Banggai Regency regional head election campaign published in the period 22 November 2020 to 5 December 2020 by the Daily Luwuk Post newspaper. After analysis using the Nvivo 12 Plus analysis tool. The author found some framing tendencies on some indicators used to answer problem formulations. Here is the results of an analysis of the framing of news of the 2020 Banggai District regional election campaign in the Luwuk Post daily newspaper using Robert N. Entman's theory and the Nvivo 12 Plus analysis tool.

1) *Frame Define Problems (Problem Definition)*

Figure 1 below shows a comparison of the results of the overall contextual coding of news into each indicator consisting of a news point of view of 66%, a 55% headline for the WINSTAR candidate pair. News point of view 0%, 5% headline for your prospective partner. And the latter is a 33% news point of view, a 40% headline for at-FM candidate pairs.
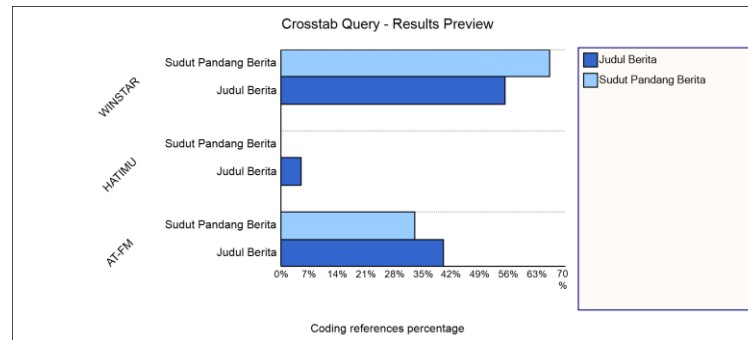

Fig. 1. Crosstab Define Problem (From Nvivo 12 Plus)

From the comparison of the above indicators it can be seen that the WINSTAR candidate pair has a dominant percentage in terms of news and news headlines. This is inseparable from the pair of WINSTAR candidates are incumbents who are fighting again in the political constellation of banggai district head elections in 2020. Contextual news content that is co-edited into both indicators identified narrates several government policies that serve as the object of the campaign. In the sense of defining the problems in the content of news that WINSTAR is campaigning with its program that has realistically been implemented.

Furthermore, news viewpoint indicators and news headlines on at-FM pairs became the second dominant. Based on contextuals matched on the two indicators it was identified that defining issues with AT-FM news content is more dominant in AT-FM's efforts to offer some policies to be implemented when selected. Not much different from WINSTAR, in its news frame AT-FM was identified as trying to campaign for him to attract the attention of the public using several political actors by expressing opinions in the form of support for AT-FM and and giving support to the offer of AT-FM programs. And lastly, indicators of news viewpoints and news headlines on the HATIMU candidate pairs. In this candidate pair contextual news content only in the form of news headlines because in 23 news samples there is only one news headline that mentions HATIMU namely "Anti-AT Questioning APBD" on Monday, November 23, 2020. So that the results of coding this candidate pair become the lowest among others.

2) *Frame Diagnose Causes (Cause of Problems)*

Figure 2 shows the percentage of comparison of indicators in diagnose causes that are news issues and political deeds. Consisting of news issues 75% political actors 65% by WINSTAR candidate pairs, news issues 2% political actors 2% by HATIMU candidate pair, and lastly news issues 21% political actors 32% by AT-FM candidate pairs.
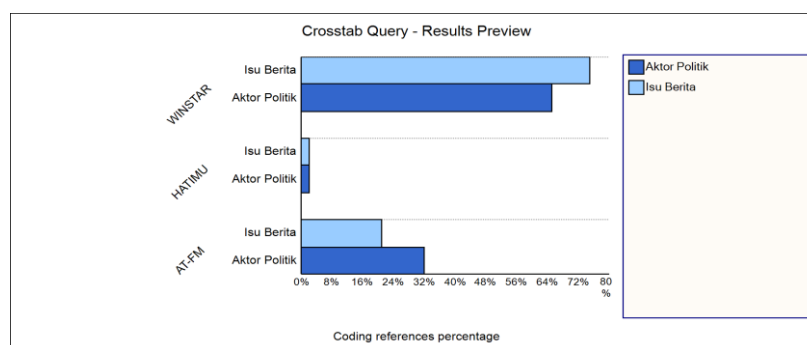

Fig. 2. Crosstab Diagnose Causes (From Nvivo 12 Plus)

The frame diagnose causes in the image above show the most dominant percentage is the winstar candidate pair. Inseparable from the define problems element that WINSTAR is a map that makes the policies implemented during his reign as the object of the campaign. Of course, this makes contextual news that is published has more value as a news issue. In its campaign, WINSTAR also has political actors who participate in efforts to influence the public to support WINSTAR such as party support and sympathizers.

Furthermore, the percentage of two indicators on at-FM candidate pairs is below 100%. Contextual news that is matched in this element shows that political actors are very influential on the pair of AT-FM candidates. This is because AT-FM seeks to campaign itself through political actors both support from opposition parties in the form of expressing opinions against AT-FM policy offers and giving open support. For example, in the news "IB that used to not be the present" edition Thursday, December 03, 2020.

And lastly, The HATIMU candidate pair with the most contrasting percentage of the other three candidate pairs and has only 4%. Both news issue indicators and political actors are matched based on the only news published by the Luwuk Post Daily Newspaper, namely "ANTI-AT Questioning APBD" the causative element of the problem in this news is coded in the form of HATIMU as a news issue and Political Actors versus WINSTAR.

3) *Frame Make Moral Judgement (Making moral decisions)*

Figure 3 below shows the percentage of Positive frame, Neutral Frame, and Negative Frame indicators consisting of WINSTAR candidate pairs with 76% positive frames, 40% neutral frames, and 35% frame negatives. Pair candidate HATIMU with positive frame 0%, neutral frame 0% and negative frame 14%. Pair of AT-FM candidates with 23% positive frame, 60% neutral and 50% frame negative.
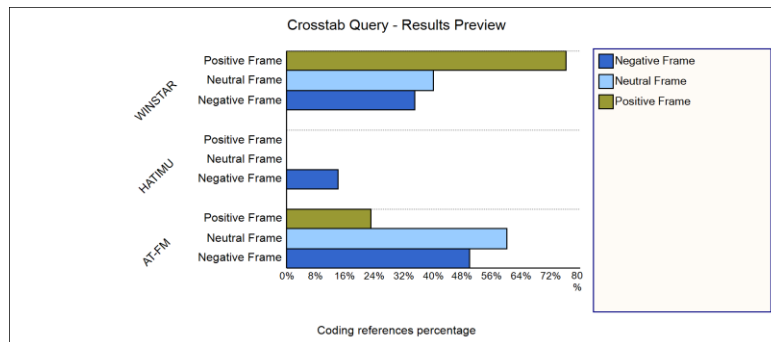

Fig. 3. Crosstab Make Moral Judgement (From Nvivo 12 Plus)

The indicator with the dominant percentage in the image above shows the winstar candidate pair. Framing all three indicators measures WINSTAR news by looking contextually at news with the aim of conveying policies that have been implemented and offered during the campaign. The three indicators also measure how political altor involvement in expressing opinions related to winstar candidate pairs. Negative frames contained in the news of WINSTAR candidate pairs are only critical and respond to the policies offered by other candidates.

Furthermore, the pair of AT-FM candidates with all three indicators visible the highest percentage is the neutral frame. This is related to the contextual coding of news identified in the news campaign will implement policies without changing the old government policies that have a positive impact on community services. In the negative frame indicator with a high enough percentage identified there are negative contextuals such as insinuating the spouse of another candidate or refuting negative allegations made by other candidates. And lastly, the pair of HATIMU candidates only show a negative frame percentage because in the news there is only one question that questioned apbd during WINSTAR's reign.
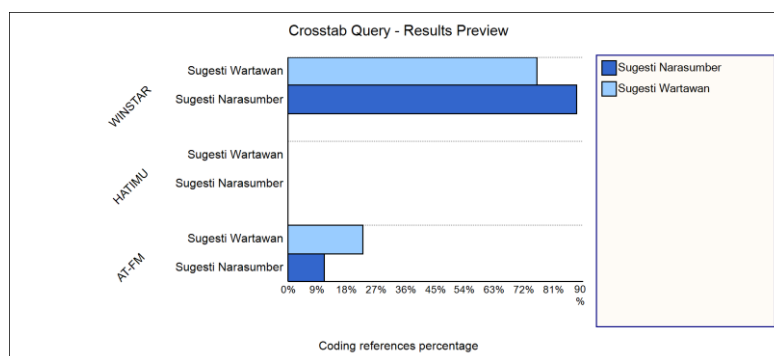
Fig. 4. Crosstab Treatment Recommenantion (From Nvivo 12 Plus)

Figure 4 above shows the percentage of indicators of journalist suggestions and resource suggestions consisting of WINSTAR candidate pairs with 76% journalist suggestions and 88% speaker suggestions. Pair of HATIMU candidates with 0% journalist suggestion and 0% speaker suggestion. Pair of AT-FM candidates with journalist suggestions 23% and 11% speaker suggestions.

In the image above shows the winningstar candidate pair has a dominant percentage. Indicators of journalist suggestion and narsumber are related to contextual news that emphasizes problem solving through the arguments of journalists and sources in winstar. The source in this case consists as well as the community supporting the winningstar candidate pair.

Furthermore, the dominant percentage in the second place is in the at-FM candidate pair. Although below 50%, the suggestions of journalists and sources on at-FM candidate pairs are no different from winstar candidate pairs. The source in this case also means political actors and supporting communities. Contrasting differences are influenced by the frequency of news published.

Lastly, your prospective partner has a 0% percentage on both indicators because the frequency of news that only one and contextually identified cannot be matched into the two indicators.

The phenomenon of reporting the three candidate pairs during the campaign, shows the media is a forum for candidates to convey their political message. media has a role during the regional head election, namely for the benefit of the campaign as an effort to garner votes for each candidate pair; and on the other hand, the media plays a role for the prospective voter community as a forum for political participation in making choices (Cuesta-Claros et al., 2021). The political message conveyed will affect people's opinion. This is because the media can influence the mass audience in making choices.

According to Radojevic (2020) defines news is a report of events that have appeal and meaning to the reader of a newspaper, or an event that is published so as to attract readers to read the news. In the presentation of news aimed at stimulating the rise of attention, there are four main factors, namely: (1) Significance, which is an event that is likely to affect the lives of many people or events that have consequences on the life of the reader, (2) Magnitude, which is an event that concerns numbers that are meaningful to the lives of many people, or events that can be summed up in numbers that are interesting to the reader. (3) Timeliness, which is an event that concerns things that have just happened, or just been proposed, (4) Proximity, which is a close event for the reader. This closeness can be both geographical and emotional (R. Entman, 2015).

The news of the three candidate pairs shows a pattern of selecting and bulging issues in every news published. As outlined above, each candidate pair shows a dominant percentage result in the indicator that has been applied based on the four elements of robert N. Entman's framing model analysis consisting of define problems. Diagnose causes, make moral judgement, and treatment recommendation (Launa, 2020).

In the define problems element the dominant percentage is seen in the 66% news point of view indicator by the WINSTAR candidate pair. The definition of a news point of view indicator is the perspective of journalists in understanding the reality or facts that exist. The dominant percentage of WINSTAR candidates showed that the Luwuk Post newspaper packaged the news of the couple's campaign by highlighting journalists' viewpoints in understanding reality. The reality in question is

the policies that have been implemented during the tenure of winstar candidates who are also incumbents in the political constellation of banggai district head elections in 2020.

Furthermore, the dominant percentage by at-FM candidate pairs is in the news title indicator which is 40%. News indicators with definitions as the first element seen in a news or referred to as initial meaning by readers. Although below 50% of AT-FM pairs are dominant on the news title indicator because journalists package AT-FM news with redactions in the form of AT-FM program offers as an effort to campaign themselves. In stark contrast to the pair of WINSTAR candidates who have packaged the reality of his policies as the object of the campaign. And the last candidate pair with the lowest percentage of HATIMU is 5% in the headline this is because the frequency of news by the candidate pair HATIMU there is only one.

The second element is diagnose causes (Estimating the cause of the problem). This element serves to frame the "what" and "who" that are considered the cause of the problem. In this element journalists frame the news issue on the pair of WINSTAR candidates with a percentage of 75%. This is inseparable from the candidate WINSTAR is the incumbent so that the object of the news is a policy that has been realistically applied into a news issue in every news.

The percentage in at-FM candidate pairs is dominant on the indicator of political actors at 32%. In contrast to winstar candidate pairs, this candidate pair seeks to influence the community by offering its policy as an object of campaign through political actors who express opinions in support of the policy. The contrasting pair of HATIMU candidates actually only have 2% on the indicator of news issues and political actors this is because the frequency of news that appears only one is in the news entitled "ANTI-AT APBD persoalkan".

The next element is the make moral judgement where it is the framing used to justify or give arguments to each defining problem that has been made. The dominant percentage is seen on the 76% positive frame indicator by the WINSTAR candidate pair. This shows that the Luwuk Post newspaper highlights the issue of news in the form of winstar candidate pair policies in the positive frame. On the other hand, the neutral frame indicator with a percentage of 60% by the at-FM candidate pair shows that the news packaged by the Luwuk Post newspaper is neutral. In this element, your prospective partner is far behind, which is 0% this is closely related to the frequency of news that comes out.

The last element is treatment recommendation (emphasizing problem solving). This element is the last element in robert N. Entman's framing analysis model that has the meaning of framing journalists to solve existing problems. Winstar candidate pairs have a dominant indicator on the source suggestion indicator with 88%, this shows the Luwuk Post newspaper framing the source on every news pair of WINSTAR candidates as a problem solver. Sources in this case can mean political actors and community supporters of winstar candidates (R. M. Entman, 1993). While in the pair of AT-FM candidates with indicators of journalist suggestions 23% indicates the solution of the problem is framed through the perspective of the journalist himself. For your prospective partner there is no dominant indicator because the frequency of news is only one and cannot be matched into both indicators.

The four elements of robert N. Entman's framing model analysis through predefined indicators have outlined each contextual news published by the Luwuk Post newspaper if observed again to have a pattern of selecting issues and protrusion of certain aspects of reality against winstar candidate pairs (Cuesta-Claros et al., 2021). Identified in the process of selecting issues and protrusion aspects - aspects of news in winstar candidate pairs there is one factor as (Scourfield et al., 2019) explained that importance (Significance). Significance is an event that is likely to affect the lives of many people or events that have consequences on the life of the reader.

Framing with the highest percentage of WINSTAR candidate pairs by the Luwuk Post newspaper illustrates that during the campaign WINSTAR made the agenda of government or government policy as the object of news and an attempt to influence the lives of readers in the sense of making choices to WINSTAR candidate pairs.

5. Conclusion

The most effective tool on the campaign agenda is to use media, where the media can provide the most optimal feed back to each candidate pair in the regional head election (Pilkada). The power of the media that can influence the decisions of mass audiences in determining their choices is closely related to the imagery built, the programs offered, as well as information related to each candidate pair packaged in the framing of news presented by the media. This is related to the theory of framing analysis by Robert N. Entman (R. M. Entman, 1991).

Framing analysis theory by Robert N. Entman is used as a concept in the NVIVO 12 Plus analysis tool by pulling indicators to see the framing formed by the Luwuk Post Newspaper (R. M. Entman, 1993). After parsing the results showed the framing formed by the media luwuk post had the highest percentage against the pair of WINSTAR candidates. Winstar candidate pair in his news campaigned with his realistic policies have been implemented. That is, the advantage of WINSTAR has the power as an incumbent who again follows the political constellation of banggai district head elections in 2020 so that the object of news diframing Luwuk Post newspaper is always related to existing policies and has an impact on the community.

After looking back, the indicators applied to the data coding process were strongly influenced by the frequency of news published, in 23 research samples taken by winstar candidate pairs had 15 news or equal to 65% of the overall news. This shows that WINSTAR uses mass media as a tool to convey its political message so that it can influence the decision of the audience to make a choice. That way researchers found the results of framing news on the pair of WINSTAR candidates conducted by the Luwuk Post newspaper is an object of interest from the mass media aimed at influencing audiences. In line with Launa (2020) defines news is an event report that has appeal and meaning to newspaper readers as variable Y in this study.

According to R.M.Entman (2020) also explained in the presentation of news aimed at stimulating the rise of public attention supported by one of the factors, namely interest. Interest in this case events that are likely to affect the lives of many people or events that have consequences on the lives of reader . Framing with the highest percentage of WINSTAR candidate pairs by the Luwuk Post newspaper illustrates that during the campaign, WINSTAR made its government agenda or government policies as the object of news and efforts to influence the lives of readers in the sense of making choices to winstar candidate pairs.

Based on the results of the study, it can be concluded that the framing of Luwuk Post media on the news of the 2020 Banggai District Election Campaign with the highest percentage consists of Define problems with a news point of view of 66%, Diagnose Causes with 75% news issues, make moral judgment with a positive frame of 76%, and the last Treatment recommendation with 88% source suggestions. Data coding results through NVIVO 12 Plus show the candidate pair H. Herwin Yatim – H. Mustar Labolo (WINSTAR) packages his interests Ashrianto & Sosiawan (2020) by making the agenda of government or government policy as the object of news and efforts to influence the lives of readers in the sense of making choices to winstar candidate pairs.

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