

Jokowi's News Coverage Politic in Mass Media (Framing Analysis of Jokowi's News Coverage Politic in Tempo Magazine Januari- July 2014 editions)

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Abstract - Joko Widodo, or widely known as Jokowi, won the Indonesian Presidential Election in July 9, 2014. Every media has its own way to portray reality. *Tempo* magazine is one of the media that cover Jokowi's issue. This research about the framing of *Tempo* magazine towards Jokowi aims to identify the perspectives of *Tempo* in covering Jokowi. The method used was media text analysis using constructionism with qualitative research. The object of the study was a *Tempo* magazine' January to July 2014 editions. Data analysis technique used in this research was Zhogdang Pan and Kosicki. The result of the analysis shows that there is a strategy of media coverage towards Jokowi carried by *Tempo* magazine. *Tempo* has a frame that Jokowi is fit and proper to be president because he is not an individual born from political party circle.

Keywords - Jokowi; Framing; *Tempo*.

I. BACKGROUND

The 2014' presidential election was passed with Joko Widodo, or widely known as Jokowi, appeared as a winner. Jokowi won the election by securing 70.0997.833 or 53,15% of the total votes over his contender Prabowo Subianto who pocketed 46,85% or 62.576.444 of the total votes. The determination of the ballots was inaugurated by the General Elections Commission (KPU) by issuing a statement letter no. 535/Kpts/KPU/ Year 2014 about Recapitulation of

Count Result of Votes and the Result of General Election of President and Vice President 2014. It was then continued by Election Commission Number 536/Kpts/KPU/Year 2014 about the Determination of Candidates of the Elected President and Vice President in the General Election of President and Vice President 2014. (www.kpu.go.id, retrieved in September 4, 2014).

The Jokowi's victory in the 2014' presidential election is a long journey of his political career. Jokowi was born from

Nato Miharjo and Sujiami Motomiharjo couple in Surakarta, June 21st 1961. He started his political career by nominating himself as a mayor of Surakarta's candidate in 2015 partnered with a politician from Indonesian Political Party of Struggle (PDIP), FX Hadi Rudyanto. Jokowi- Rudy couple won the Regional Election with championing 36,62 % of the total votes. (www.detik.com, retrieved in September 4, 2014).

His journey to become a mayor of Surakarta has been smooth with many physical changes can be enjoyed by the people of Bengawan city. The revitalization of traditional markets, street vendors management, procurement of public transportation of *Batik Solo Trans*, establishment of pedestrian walk and development of public space are some of the examples of his breakthrough. Under his leadership, Jokowi also promoted and encouraged cultural events both in national and international level. The whole changes happened in Surakarta had a positive impact for Jokowi's image as a mayor. It was proved by the regional election in 2010 when Jokowi run for the same position with the same previous partner and successfully polled 90,09% of the total votes. Jokowi and Rudy beaten KP Eddy S Wirabhumi-Supradi Kertamenawi who only managed to poll 9.91% of the votes. (www.kompas.com, retrieved in September 4, 2014).

Accomplished with prominent achievements in his term as a mayor of Surakarta, Jokowi was nominated by PDIP to advance regional election in Jakarta to run as a governor. Partnered with Basuk Tjahja Purnama, Jokowi registered himself as a candidate of Jakarta's Governor in 2012. Albeit having to proceed the election in two rounds, Jokowi and Ahok (popular name of Basuki Tjahja Purnama) won the Jakarta election and ousted the incumbent couple Fauzi Bowo and Nachrowi Ramli. The victory was shocking and out of prediction from many parties including survey poll institutions that championed the incumbent candidates.

Jokowi political steps in Jakarta were not easy. The multiple classical problems such as flood, acute congestion and high rate of crimes must be solved. Those problems, one by one was getting fixed. In transportation sector, Jokowi increased the number of mass transportation vehicles and planned to continue the monorail project. Meanwhile, for flood issue his government actively pushed the establishment of canal and restoration of the reservoir. Jokowi and his partner also started to manage and fix the complex bureaucracy system of the public service in Jakarta.

Haven't completed his term as the governor of Jakarta, Jokowi's political moves stole the limelight again. This time PDIP entrusted him a mandate to run for a president in 2014's general election. In March 14th 2014, Megawati Soekarno Putri as the chairwoman of PDIP directly wrote a mandate, believing that Jokowi will boost the party votes and could become the 7th President of Indonesia.

In May 31st 2014, Elections Commission determined president and vice president candidates 2014. Joko Widodo partnered with Jusuf Kalla against Prabowo Subianto- Hatta Rajasa. That determination was manifested in KPU Decision Number 453/kpts/KPU/Year 2014 about the Determination of President and Vice President Candidates in General Election 2014. (www.kpu.go.id, retrieved in September 4, 2014).

Since the direct presidential election has been established after 1998's reformation, the 2014's presidential election was the very first time election that only two presidential pair registered at KPU. This situation made a head to head battle between the two. Jokowi and his team formulate a strategy to win the election as well as defy the weakening efforts made by the enemy. Assisted by strong volunteers, party and sympathizers, Jokowi- Kalla won the presidential election 2014.

The Jokowi's victory in many general election battles, from mayor of Surakarta election, Jakarta regional election until presidential election 2014 is considered as phenomenal political career. Politics observer from Sunan Kalijaga State Islamic University, Hamdan Daulay stated that the victory of the president candidate is determined by the power of mass media.

"Dengan kekuatannya, media massa saat ini dapat menciptakan kemenangan bahkan kekalahan capres sekalipun," kata pengamat politik Universitas Islam Negeri Sunan Kalijaga Yogyakarta, Hamdan Daulay di Yogyakarta, Sabtu(3/5). (www.republika.co.id, diunduh 3 September 2014).

Jokowi himself is well- known for his closeness with journalists. His daily life, gestures and actions are highlighted and can't be missed by both electronic and printed media. He also managed to woe international media. *The New York Times* published a writing about Jokowi and his anomaly as the leader. That media who bases in New

York pointed Jokowi's habit of *blusukan*, a spontaneous visit to grass root community.

Each day, Joko Widodo, the governor of Jakarta, does something practically unheard-of among Indonesia's political elite: he ventures into the streets to speak with the people who elected him.

Most times, he is mobbed as he wanders through slums, traditional markets and other neighborhoods. Women, and men, try to touch him. Younger people grab his hands and lay them on their foreheads — a sign of respect. Many share their concerns over how their city is working (or not), a practice he encourages. (www.nytimes.com, retrieved in September 4, 2014).

Meanwhile British Broadcasting Corporation (BBC) reported Jokowi from the angle of his fondness over metal musics.

*Soon after Jakarta Governor Joko Widodo - widely known as Jokowi - declared victory on Tuesday, Randy Blythe, singer of the metal band Lamb of God, **expressed his support on Instagram**: "Incredibly, ladies and gentlemen, the new president of Indonesia is a metalhead and a Lamb of God fan," adding that Widodo is "the world's first heavy metal president". Another heavy metal band, Anthrax, **posted a congratulatory message on Facebook**, saying: "Now if only all other countries would follow suit." (www.bbc.com, retrieved in September 4, 2014).*

Jokowi's popularity in Indonesia and international world is caused by his expertise in managing public opinion. Thus, it makes him a media darling. Public is fed with all news pertain to Jokowi, ranging from his work program, vision and mission, as well as his daily life. According to Purengage, it was all exaggerated and not natural.

Hanya saja, Purengage menilai popularitas dan ketervavoritan Jokowi di media dianggap tidak natural karena saat ini media hanya dikuasai oleh segelintir

kelompok elite saja. (www.kompas.com, retrieved in September 4, 2014).

Jokowi is indeed a very interesting issue to be covered by all media especially national media. He is also a phenomenal public figure who received many acclaimed awards. Tempo magazine awarded Jokowi as "10 Public Figures of 2018". Tempo awarded that when Jokowi served as a mayor of Surakarta.

The existence of media amidst Jokowi was a mutual relationship between journalists and the resources. Tempo also did the same but keep its integrity by putting a distance from the power central.

The difference between Tempo and other media was about the packaging of criticism. In delivering criticism, Tempo used a comfortable language. As its own long standing motto, "enak dibaca dan perlu" (easy to read and needed), Tempo used a language style that break the coldness of the language at that moment which were too condensed with slogan and bombast.

A regime is always afraid of media who blast criticism. The fear in a regime is usually manifested in revoke the license of a media or more popular with the term "Pembredelan". Tempo has been successfully freed from being revoked of its license in 1974 and 1978, but had to face the reality when government shut down their operation due too overtly criticized the Soeharto's governance.

Pada tahun 1982, untuk pertama kalinya Tempo dibredel. Tempo dianggap terlalu tajam mengkritik rezim Orde Baru dan kendaraan politiknya, Golkar. Saat itu tengah dilangsungkan kampanye dan prosesi Pemilihan Umum. Tapi akhirnya Tempo diperbolehkan terbit kembali setelah menandatangani semacam "janji" di atas kertas segel dengan Ali Moertopo, Menteri Penerangan saat itu (zaman Soeharto ada Departemen Penerangan yang fungsinya, antara lain mengontrol pers). (www.tempo.co, retrieved in September 4, 2014).

The government action to shut down Tempo had caused an internal conflict within editorial staff, resulting some of the journalist to quit. The intense pressure from Soeharto's governance about press freedom in Indonesia encouraged them to think about establishing a new media. Part of them built a new magazine similar to Tempo named Gatra.

After Soeharto stepped down from his throne in May 1998, journalists who had ever worked in Tempo and separated after the shutting down, decided to meet and had a discussion. They argued about whether or not Tempo needed to be published again. As the result of the discussion, Tempo published again in October 12, 1998.

The existence of Tempo completed the journalism world. Having a prominent human resources, Tempo proved that the depth of the news they wrote is still needed by the society. Until now Tempo is consistent to present news which are "easy to read and needed."

For a magazine that thrived to be exist and promote the quality of journalism as well as as a model of healthy and modern media company, 2014's political year is a big test and challenge. Not only Tempo, but also most of mass media in Indonesia underwent the sentiment of the media coverage' freedom and the influence of media company owners who have some political affiliations. Tempo is consistently keep its integrity towards smart journalism, including responding the emergence of Jokowi as a figure recognized as a media darling in Indonesia.

During Januari to July 2014, Tempo wrote news about about Jokowi in four editions. From those four editions, Tempo caused a diverse public opinion about Jokowi's figure. It happened because Tempo used a media coverage process that employed perspectives and framing over Jokowi's reality.

II. PROBLEM STATEMENT

From the aforementioned explanation, the problem statement of this research is, "How does Tempo magazine construct the Jokowi's media coverage image?"

III. METHOD

The method used in this research is media text content analysis using constructionism paradigm with qualitative research. The object of the research is Tempo magazine January to July 2014 editions. Data analysis technique which is used is framing analysis with Zhongdong Pan dan Kosicki model.

IV. RESULT AND DISCUSSION

During January to July editions of Tempo magazine about Jokowi's media coverage, it can be concluded that Tempo frame is: Jokowi is a figure who was not born from main circle of political party so he deserve to be elected as a president.

Tempo's news coverage strategy .does not necessarily mentioned Jokowi as a president candidate who is needed to be elected, recalling the Tempo's credibility in front of the reader as a neutral media. However, if it is analyzed further, the news coverage about Jokowi during Januari- July editions portrayed Jokowi as an individual who came from outside of political party. Even though Jokowi acted as a mayor, or even a presidential candidate, Tempo covered Jokowi's accomplishments in favor of his own or his team merits.

It could be seen in Tempo's review such as the portrayal of Jokowi as a figure resembles *Satrio Piningit* (ultimate savior) in Javanese tale. The nickname was given when comparing Jokowi and Megawati as the chairwoman of PDIP. In each edition, Tempo always distinguished between PDIP, Electoral Success Board, and Jokowi's team. Those three were the representative of Megawati, Puan Maharani and Jokowi. The three of them always been reported by Tempo as the magnet of internal conflicts within PDIP.

Tempo portrayed Jokowi's victory in presidential election as the Jokowi's team success. They were deemed to successfully mobilized people in celebrities circle to boost Jokowi's voters. There was no mention of PDIP as a carrier party in his winning. As in Tempo wholesale coverage, Jokowi was pictured as a figure born outside political party circle.

As for the suggestion from the writer to the media, in this case Tempo, In reporting news, a media tends to distinguish itself from others media. There are differences in perceiving the same reality. In order to avoid confusion among society, media is expected to be objective in writing and relying the news. It is because not only media serves as source of information, but also it has a potential as a source of learning for society.

In presenting news related to Jokowi, it is best if media cover Jokowi's issue in more depth and sustain way so it will help the objective assessment against Jokowi's figure.

For readers, news is a construction of reality so each of the media coverage can't present 100% of the truth of reality. The existence of ideology and media interest make the reality different when it becomes the news text. The readers are expected to be sharper and more selective in choosing and reading news.

The same thing happened with the reality of Jokowi's journey as a president candidate. Tempo frames Jokowi with all his background so he deserves to be elected and

supported. Hence, it is a wise move for readers to understand the reality about Jokowi by gaining more information from diverse references and resources. By doing so, the readers can be more objective in perceiving that reality and the media that presented it.

V. CONCLUSION

Through Jokowi's media coverage in Tempo magazine during January to July 2014, it can be concluded that Tempo's frame is: Jokowi is a figure who was not born in the main circle of political party so he deserves to be elected as a president.

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