

Framing Analysis of Online Media on the reporting of candidates governor in Riau Islands province

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Abstract

The regional head election in all parts of Indonesia will become a trending topic in the year 2020, as the Riau islands also take part in electing its Governor for the Regional Head Election. This study aims to analyze the news on the governor candidates as the regional head of the Riau Islands. The online media has made specific framing on the candidates with the hope that the people as voters and policies' decision-makers will have a comprehensive understanding of the forecasting for this issue. This study applied a qualitative method using a paradigm approach and structured discourse through an in-depth specification of the online media (Soft News) during the year 2019 in the form of news article text in general. The study's result proved that the news framing by the online media in the Riau Islands region, which has been verified by the pers council, has constructed the issue based on political fact by providing a flashback of each event before the Governor election of Riau Islands in 2020. There is no finding on the new framing about the ideology, economic, cultural, kinship, and religious indications that are commonly accompanied the identity interests as regional issues approaching the regional head election in Indonesia.

Key Words : Framing analysis, Online Media, Governor candidate, Riau islands

INTRODUCTION

As a human-made information tool, media, functioning to share information to the people through the communication network, has an information strategy to deliver particular news through the framing concept. In daily life, online news is one of the platforms to build the

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society public communication that becomes a framing towards a particular discourse (Lillqvist & Louhiala-Salminen : 2014). Therefore, framing becomes a selection tool and has a significant role in strategic issues to achieve a desirable powerful relationship (Cornelissen & Werner, 2014 : Snow et al.,2014 : Luoma-aho & Vos: 2010).

In Indonesia, framing, especially social media, often appears in response to many moments and events that draw significant public attention. One of the most drawing-attention events in Indonesia is the regional head election in carrying out the mandate of democracy and the 1945 constitution to hold the vote for the regional head in each region simultaneously. The election itself creates some situations that cannot be avoided, such as the candidate promotion even before the event is established to promote the actual existence and popularity to attract more supporters and public attention.

Kepulauan Riau, as a province, was established in 2002. This province consists of five regencies and two municipalities. To run its function as a regional government, Kepulauan Riau must participate in the regional head election process. Related to the event, media that participates in following the political issues related to the regional head election has a significant impact to direct the people of Kepulauan Riau in determining their votes. The regional head election in Kepulauan Riau will become an event that will have an abundance of news related to the candidates, which will reach the people through both print and online media. Eventually, society will promote their chosen candidate to become the head of the region. Nowadays, there is significant proves that online media has been one of the fastest ways to spread particular information accurately.

Nevertheless, the media must stay neutral in sharing information to maintain democracy stability in Indonesia. Unfortunately, some politicians own a particular media, and some try to embrace several media to assist them in the campaigns; thus, it will affect the media independence nature. Concerning the independent nature, there is a need to observe the information shared, for there are possibilities that some media are being inaccurate and less neutral. Media must keep their independent nature in sharing news for the public. In the past few years, there is evidence that many media cannot guarantee objectivity in delivering the news due to the group interests and partnership with other parties for a rating or reward interest. Therefore, the news being delivered turned into a propaganda tool that depends on ideology, politics, social, economic, culture, lineage, and even religion interest.

According to several studies in Indonesia, some findings approve the neutrality and objectivity of online media depend significantly on the media interests, especially of the ideology base (Syarifuddin, 2016; Sihombing, 2017; Mustika, 2017; Pratiwi, 2018) ,which then construct the social reality setting into a news narrative Hajerimin (2017). The situation does not apply to all media; there are still media that keep their independence. The media-independent also has a reality construction that puts front the interest of the nation and country, as many findings appear from previous studies (Setiadi, 2012; Maryam, 2015; Suprobo et al.,2016).

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This study aims at observing the online media that deliver much news in framing the candidates of the election or parties that have a particular interest in the regional head election of Kepulauan Riau in 2020. The media has a significant role in developing the current issues by bringing up some names that seem ready to compete in the election. Furthermore, to maintain professionalism, online media uses smart and right wording in delivering the news. According to the Indonesian Press Council, the following is the list of online media operate in Kepulauan Riau region :

No	Name	Website	Status	Type
1	batamnews.co.id	www.batamnews.co.id	Verified & Factual	Cyber
2	kabarbatam.com	www.kabarbatam.com	Verified & Factual	Cyber
3	wartakepri.co.id	www.wartakepri.co.id	Verified & Factual	Cyber
4	pijarkepri.com	https://pijarkepri.com	Verified & Factual	Cyber
5	katakepri.com	www.katakepri.com	Verified & Factual	Cyber
6	batampos.co.id	www.batampos.co.id	Verified & Factual	Cyber
7	terkininews.com	www.terkininews.com	Verified & Factual	Cyber
8	batamclick.com	www.batamclick.com	Verified & Factual	Cyber
9	posmetro.co	https://posmetro.co	Verified & Factual	Cyber
10	hariankepri.com	www.hariankepri.com	Verified & Factual	Cyber
11	deltakepri.co.id	https://deltakepri.co.id	Verified & Factual	Cyber
12	batamxinwen.com	www.batamxinwen.com	Verified & Factual	Cyber
13	marwahkepri.com	www.marwahkepri.com	Verified & Factual	Cyber
14	batamtoday.com	www.batamtoday.com	Verified & Factual	Cyber
15	kepridays.co.id	www.kepridays.co.id	Verified & Factual	Cyber
16	mediakepri.co.id	www.mediakepri.co.id	Verified & Factual	Cyber

Table 1. Indonesian Press Council data of the existing online media companies in Kepulauan Riau region
Source : Processed data (Press Companies Data 2019)

This study aims at 1) analyzing the online media framing on the news related to the regional head election 2020 of the Kepulauan Riau province on the comprehension and packaging of news of reality construction being delivered, 2) finding out the direction headed by the online media in increasing the popularity of a particular candidate approaching the regional head election of Kepulauan Riau province in 2020.

There are two methods in analyzing the framing; the first is the method (Entman 1993) that refers to a paradigm approach consisting of several indicators of definition, explanation, evaluation, and recommendation within news brought the online media, which emphasizes more in delivering an event briefly yet wholly. The second method is by (Pan & Kosicki 1993),

which applies a structural discourse in analyzing the news focusing on the news text design into a result which is arranged based on the syntactical, script, theme, and rhetorical structure.

REVIEW OF LITERATURE

Framing analysis is a method in analyzing particular news with an orientation to understand the text content (also known as content analysis) and to analyze and object whose orientation to an event is marked with signs (semiotic analysis). Johannessen (2015) simplifies the framing analysis as a series attempt of significant event or moment; this is often applied by online media journalists when arranging the news issues with the current issues that can direct public opinion so that the news becomes popular.

In general, framing analysis is a tool to deliver a message that requires an in-depth study. In several previous studies, framing analysis often acts to review news, both printed and online, to comprehend a media interpretation, its logic, and its effect on society. In short, framing analysis brings the theoretical approach to apply and implement in various issues, especially those political issues in Indonesia.

Goffman (1974) first introduces the framing concept and theory that arrange and set the event and subjectivity involvement to construct a definition of a situation by including the organizational principles. In the updated theory, Berger & Luckmann (2011) explain that the framing analysis is a constructional paradigm that has a particular position and view towards the media and news content being framed. Constructionist in this matter is that the reality is made instead of natural and scientifically created.

Ryan (1991) states that the framing analysis is an attempt to deliver a message to the full range of people and an information tool on what has been experienced by the public towards political events, which then become a comprehensive understanding for individual and group. As a definition, framing analysis consists of two that define the word frame and framing;

a. Frame

1. The frame is a psychological concept that gives meaning to a message, which then instructs the mind to inform the message receiver (Bateson, 1972)
2. The frame is well known for its issues that have emphasized, selection, presentation, and elaboration concerning a direct concept by producing news discourse frame provides journalists to manage news properly sustainably and to package the news to broadcast efficiently to the public with thematic sentences to strengthen and emphasize the fact or value being shared (Gitlin, 1980; Tankard, Handerson, Sillberman, Bliss, & Ghanem, 1991; Entman, 1993).
3. The frame as an organizational idea comprises news that provides various events related to the issue (Gamson, 1984)

b. Framing

1. The framing is a categorization tool using a perspective approach which is explained in a way to mark a fact and reality according to a particular field of study comprises the approach of

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sociology, psychology, economic, politic, and communication (Gamson, 1992; Entman, 1993; Reese et al.,2001; Donohue et al.,2011)

2. The framing as a process whose information source from controversial issues to draw public attention (Nelson, Clawson, & Oxley 1997).
3. The framing is not a clear statement and is not a concept that can be applied in general; it is merely a metaphor that is not directly explained in the study(Brosius & Eps, 1995).
4. There is a different point of view between framing through media and framing with media Framing through media dominates impact on the sponsorship that hold a particular interest; while framing with media aims at influencing the non-journalist parties (Van Gorp, 2007)

The Entman method often found in studies that elaborate on the analysis using 5W+1H questions. (Eriyanto, 2002:187) in his book developed the Entman concept into items of question. Each question will be juxtaposed through a news framing and assessment towards an individual base on communal ideas categorized as a stereotype. Santosa (2016:6) in his writing explains that the mass-media plans the framing by selecting issues and put aside other current issues by using discourse strategy in the form of contrast layout, the main page of headline and the issue being framed along with the repetition and labeling or support from certain parties with a common interest of an event and the data utilization to emphasize the news. The following is the table of data analysis dimension by using two different approaches:

Paradigm Approach	Structural Discourse Approach
Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. <i>Journal of Communication, 43</i> (4), 51–58	Pan, Z., & Kosicki, G. M. (1993). Framing analysis: An approach to news discourse. <i>Political Communication, 10</i> (1), 55–75.
<ul style="list-style-type: none"> ● Defining the problem properly in constructing a news as the focus of the writer. ● The cause and effect acknowledged by the writer. This interpretation ensures the specificities of fact and reason for its existence due to a particular cause ● Evaluating the cause and effect and providing suggestions to the news writer. ● <i>Treatment Recommendation</i>; The news writer measures the emphasis or solution of the news to settle the problem. 	<ul style="list-style-type: none"> ● <i>Syntactical</i>; Constructing an event/ statement, issue, and opinion in a news arrangement for then the news content will be observed for its lead, headline, and quotation used for the news interest. ● <i>Script</i>; Composing an event and retelling it in the form of news by using a strategy in delivering the news to construct the news. ● <i>Thematic</i>; event in the form of a series of words comprising a comprehensive text in the form of news. ● <i>Rhetorical</i> : A particular meaning dominates the news using words, idioms, graphs, and images as an emphasis attempt

Table 2. The Dimension of the Study Framing Analysis

Source : Processed data 2020

The subject of this study obtained through purposive sampling to observe the phenomenon occur in the study area as these subject are related parties with a particular interest in the online media framing as a promotional tool for the public to confirm the candidates for the regional head election of the Kepulauan Riau in 2020. Analysis specification on the online media (Soft News) in December 2019 is in the form of news rubric text. The study reviews the reporting of the Top Trending news based on the needs to facilitate the framing analysis. This study parameter that distinguishes from the previous studies is generalizing all involving media in particular headline news on the regional head election with the fact and supporting data, which then undergo the scientific analysis using an existing theory.

RESEARCH METHOD

The research method is a qualitative framing analysis. Taylor et al., (2016:7) explain that a qualitative method as a study procedure creates descriptive data in the form of the observable written and unwritten words of humans and behavior. The qualitative framing analysis aims at reviewing the online media content using a theoretical approach. Creswell (2007:73) states that the qualitative approach method is usually for exploring a particular phenomenon (case) known as a bounded system that is unique and interesting, or of several cases (multiple bounded systems) in detail in collecting data directly by using a particular data collection technique for a descriptive analysis process. Lofland & Lofland (1995) added that the primary data source in the qualitative study is basically in the form of words and actions that are fully supported by the additional data.

According to Patton (1997:307), data obtained follows the analysis requirements, which will be recombined. The data will be interpreted by giving meaning to the result of several findings from other studies, finding the significance of the studies, and explaining the study's result according to the most relevant context.

FINDING AND DISCUSSION

News Report on the Prospective Candidate of Governor of the Kepulauan Riau by Online Media Framing

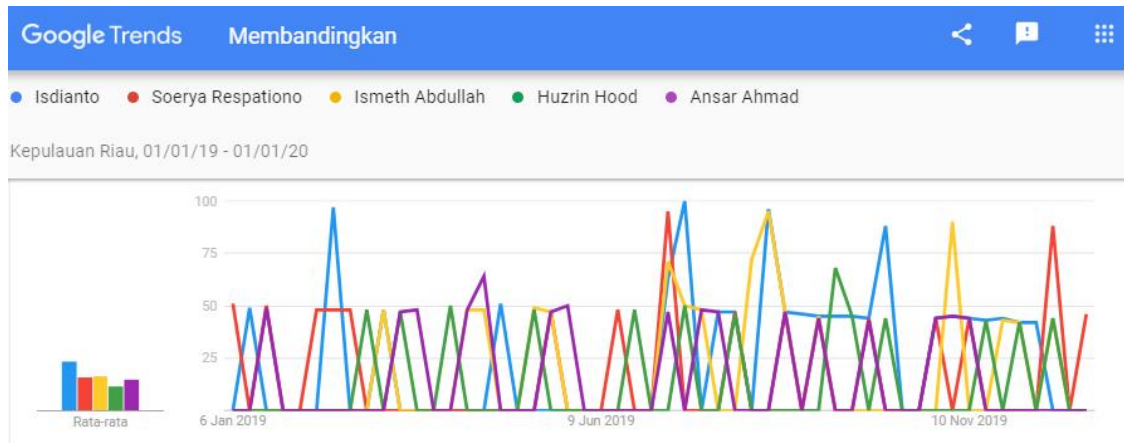
The finding of this study has proven that there have been many national and local online media direct the news on the candidates of the regional head election process in 2020. The news reporting is firmly attached to the sting operation (OTT) of the governor of Kepulauan Riau by the Corruption Eradication Commission (KPK) in July 2019 related to the corruption. He was arrested when he handed hundreds of millions in cash to another individual in a public space. Currently, the vice governor of the Kepulauan Riau province is in charge of the governor's remaining service year during 2019-2020. Based on the situation, the people of Kepulauan Riau are waiting for a more capable and responsible leader in serving in the next period. Therefore, the online media are gaining more attention from the public as it can become a dependable

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source of information in spreading the names of the governor candidates taking part in the regional head election of Kepulauan Riau in 2020.

The following is the list of online media, both local and national, that have conducted the framing of several figures that are said to join the regional head election in 2020 as reported throughout 2019:



Graph 1. The number of news reporting by the local online media during 2019 in the form of news statistics
Source : Processed Data (google trends 2019)

Approaching the Kepulauan Riau province's regional head election, several names appear as the candidates that will compete in the 2020 election of the regional head. According to Google Trends data, Isdianto, Soerya Respationo, Ismet Abdullah, Huzrin Hood, and Ansar Ahmad are predicted to compete in the regional head election of the Kepulauan Riau in 2020; a region that is famous for its motto *Berpancang Amanah, Bersauh Marwah* (With trust as foundation, and dignity as the anchor). Based on news reporting graphical statistics throughout 2019, Isdianto Soerya Respationo, and Ismeth Abdullah are slightly leading in position than the two other names, Huzrin Hood and Ansar Ahmad.

On January 6, 2019, Isdianto was leading of the four other candidates. While on June 9, 2019, Isdianto was still leading even though Soerya Respationo and Ismeth Abdullah were able to outdistance him but not for long, On November 10, 2019, the situation changed, putting Ismeth Abdullah and Soerya Respationo as the leading perspectives of the governor candidate of the Kepulauan Riau. Huzrin Hood and Ansar Ahmad tend to stay in range 50 throughout the year, even though once, on June 9, 2019, Huzrin Hood was able to sit in the range 75 of the graph of all prospective candidates of the governor of the Kepulauan Riau.

Soerya Respationo is said to have the highest electability for the Governor election of 2020 in the Kepulauan Riau province. The data derived from a survey result of the Indonesian Election Research Institute (LKPI). According to the Executive Director of LKPI, Arifin Nur Cahyon, in the (Liputan 6, 2020), there are eight candidates appear to take part in the election, they are Soerya Respationo (19.3%), Ismeth Abdullah (16.8%), Muhammad Rudi (16.1%),

Isdianto (12.7%), Huzrin Hood (7.2%), Ansar Ahmad (5.2%), Riski aisal (3%), and Fauzi Bahar (2.8%); these candidates left 16.7% abstained.

The result was achieved during an open question session to the Kepulauan Riau people about the candidates' name appear in the media social. The high electability rate of Soerya Respationo is directly proportionate with the recognition level of the people of Kepulauan Riau province to the other candidates through the news on social media. Arifin also explained that the rank of candidates based on their popularity in Kepulauan Riau put Soerya Respationo in the first place (71.7%), Muhammad Rudi (69.3%), Ismeth Abdullah (69.1%), Isdianto (67.8%), Huzrin Hood (66.55), Ansar Ahmad (53.8%), Fauzi Bahar (48.2%), and Rizki Faisal (47.5%).

According to a survey by the Indonesian Election Research Institute (LKPI) (Pos Metro, 2020), on the level of public interest, the votes put Soeryo Respationo again in the first place (69.2%), Muhammad Rusdi (67.4%), Ismeth Abdullah (66.7%), Isdianto (60.3%), Huzrin Hood (56.7%), Ansar Ahmad (53.2%), Fauzi Bahar (42.7%), and Riski Faisal (40.2%). Arifin explained that of all respondents in the survey of governor candidates' popularity rate, 48.2% of them confirmed that they would choose the same candidate during the election or so-called loyal voters. The rest of the voters showed an indication of changing their vote, known as swing voters.

Further news in (Batam Pos, 2020) reported that the Regional Representative Council of Partai Gerindra and PDIP of Kepulauan Riau province officially formed a coalition in facing the regional head electoral event. According to Onward Siahaan, the Secretary-General of Partai Gerindra of Kepulauan Riau, with this coalition, the party officially supports Soerya Respationo as the governor candidate Kepulauan Riau in 2020. Nevertheless, despite the parties' coalition, there has not been any agreement on whom will accompany Soerya Respationo in the nomination of the governor candidate in the regional head election of Kepulauan Riau 2020.

Furthermore, the Chief of the Governing Board of the Regional Representative Council of PDIP in Kepulauan Riau, Isdianto, to go with the other party for the nomination will result in the possibility of having a head-to-head competition with Soerya Respationo during the simultaneous Regional Election. Both sides will be backed up by two big parties coalition in the Kepulauan Riau. So far, only Isdianto has stated to go on the nomination with the support of the Kepulauan Riau coalition parties. The chief of Isdianto's campaign team, Ahar Sulaiman in (Harian Kepri, 2020) confirmed from the internal communication within his side that Isdianto has a big chance to go for the nomination of the governor election with the support of three major parties, namely Partai NasDem, Partai Hanura, and PPP, despite the fact, there is a denial from PPP over the statement.

Although it has not been officially decided, there is a strong possibility that over the internal communication, Isdianto will go on the nomination with Marlin Agustin. On another event, the Secretary of the Regional Representative Council of PDIP in Kepulauan Riau, Lis Darmansyah, stated that his party had not decided the political reaction in response to the decision took by Isdianto. So far, only PKB has officially decided the coalition with Isdianto, while

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Partai Golkar and Gerindra are still in the process of internal discussion. Like the situation faced by Isdianto, the figure that will accompany Soerya Respationo in the nomination is still under internal discussion.

Meanwhile, the Chairman of DPW PKS Kepri, Raden Hari Tjahyono in (Kepri Days, 2020) said that up to present, his party had not yet decided on a political stance, let alone support for specific candidates. PKS in conducting political communication offers ideas for the development of the Riau Islands for the next five years. He added that his party would continue to discuss candidate pairs intensively and that PKS would prioritize its cadres in the 2020 Pilkada. According to Raden Hari Tjahyono, the 2020 Pilkada could later become a means of brainstorming ideas in resolving community problems in Kepulauan Riau so that people could feel the direct or indirect effects of the Pilkada that cost a tremendous amount of fund. Another interesting issue is the appearance Ismeth Abdullah, the former governor of Kepulauan Riau in 2005-2010, who also goes for the 2020 election of the Kepulauan Riau. Ismeth Abdullah confirmed that he would run in the election for Governor Kepulauan Riau through a political party. The decision to go on the election is based on several political signs of some parties to Ismeth right on the deadline for submitting documents through non-political registration. Ismeth Abdullah stated in (Tribun Batam, 2020) that his choice to go with the political party was due to an in-depth consideration of the timing and the number of parties that would carry him to the electoral event the governor of Kepulauan Riau. When their parties confirmed the firm intention of nominating Ismeth and Irwan (the head of Meranti regency) as the governor and vice governor candidates, there was a final decision to go on the election through political party nomination.

According to Ismeth, KPU set on February 20, 2020, as the submission deadline. Ismeth worried that the verification process would find issues that might make him unable to go on the nomination. Even though he finally chose the political party nomination to enter the regional head election, Ismeth was satisfied with the number of support he received based on the ID card collected from the society, meaning that he had strong support from the grassroots. Nevertheless, Ismeth ensured three political parties would support him to go on the nomination of the regional head of Kepulauan Riau in October.

Approach Analysis of Paradigm Reporting

a. Problem Definition

The news on the governor candidates in Kepulauan Riau province did not include the conclusion from journalists, or in other words, only focused on presented facts. Media Liputan 6 reported that Soerya Respationo leading in the meantime is valid news, although it is based on merely one survey institution. Batam Pos reported that Soerya Respationo made a coalition with Partai Gerindra in Kepulauan Riau for his nomination in the regional head election in 2020. Pos Metro reported that at the level of public preference, Soerya Respationo received 69.2 %, followed by Muhamad Rudi with 67.4 %, Ismeth Abdullah 66.7 %, and Isdianto 60.3 %.

Furthermore, Huzrin Hood got 56.7 %, Ansar Ahmad 53.2 %, Fauzi Bahar 42.7 %, and Riski Faisal 40.2 %.

What makes this event interesting is the duel between Soerya Respationo and Isdianto in the election stage for the Governor of Riau Islands 2020. Even though both candidates are from the same party, the PDIP, the Kepri daily reports that each candidate will later be carried by two significant coalitions of political parties in the Kepulauan Riau province. So far, Isdianto is the only candidate that has stated several political parties would promote him in the Kepulauan Riau, namely the Partai NasDem, Partai Hanura, and PPP, although Partai Hanura has denied this news. Meanwhile, Soerya Respationo will collaborate with Partai Gerindra and PKB.

b. Causal Interpretation

Causal interpretation requires the journalists to ensure the validity of cause and effect and the specificity of an event. In the framing of the candidates for the Governor of Kepulauan Riau, *Tribun Batam* stated that Ismeth Abdullah, who led the Riau Islands in the 2005-2010 period, also confirmed that he would go on to the election for the election through the political party nomination. The decision to go forward through a political party was due to the signal from several political parties for Ismeth Abdullah to go on the nomination right on the deadline for submitting the required documents through individual nomination. Apart from that, the limited time given by the KPU to collect the ID card, as well as the short verification process and revision time, made Ismeth fail to choose the individual nomination

The split of Soerya Respationo and Isdianto is due to the Isdianto declaration to go on the electoral nomination even though the party wanted to frame him as the vice governor candidate to Soerya Respationo. Isdianto, the Chief of the Governing Board of the Regional Representative Council of PDIP, chose to go on the nomination in collaboration with the other party, causing a head-to-head chance with Soerya Respationo during the simultaneous election in Kepulauan Riau in 2020. The split causes the Secretary of Regional Representative Council of Kepulauan Riau, Lis Darmansyah, experiencing difficulty in taking a stand in the political direction after the shocking decision. As for the coalition, so far, PKB is the only party confirming the coalition with Isdianto in the regional head election of Kepulauan Riau in 2020. On the other hand, Partai Golkar and Gerindra are still in the internal discussion. Like the situation faced by Isdianto, the figure that will accompany Soerya Respationo in the nomination is still under internal discussion.

c. Moral Evaluation

This parameter evaluates the cause and effect and provides suggestions to the news writer. *Pos Metro* emphasized that Soerya Respationo's superiority over other names based solely on people's preferences must be tested or proven correct; besides that, measurement on other categories such as role and policy taking is necessary to check on the properness and fitness of the candidates. The moral evaluation from *Harian Kepri* indicates Isdianto and Soerya

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Respationo as democracy progress marking by the nomination of two cadres from the same party to take part in the election at the same time. Further, Kepri Days in its moral evaluation indicates that the regional head election 2020 can become a facility to share and test the solution to the public issues in the Kepulauan Riau so that the people can experience, both directly and indirectly, the election effect that cost a significant amount of fund.

d. Treatment Recommendation

The treatment recommendation consists of a solution desired by the writer. The Liputan 6 recommends that the top three candidates of the regional head in the Kepulauan Riau, namely Isdianto, Soerya Respationo, and Ismeth Abdullhan, must prove their excellent performance in the region later. Kepri Days recommends that the 2020 election become a facility to share and test the solution to the public issues in the Kepulauan Riau so that the people can experience, both directly and indirectly, the election effect that cost a significant amount of fund. The Harian Kepri recommends that all candidates must intensively continue to discuss strategies and look for the most proper partner to become the vice governor based on the agreements of each coalition made with the respective parties.

Approach Analysis of Structured Discourse

a. Syntactical

Syntactical is the compilation of events, issues, and opinions packed in news structure to be observed from the news content rubric, such as the lead, background or headline, and quotation. Pos Metro clearly emphasizes that Soerya Respationo nomination is the most significant victory base on data from the Indonesian Election Research Institute (LKPI); therefore, it requires validity on the news. In other reporting, the Pos Metro tends to “play safely” by not conducting a sharp analysis and reviews that are possibly creating protest from other political parties; proven by a statement from Partai PKS that has not yet decided its political tendency, which creates a flat narrative on the direction that might be taken by Partai PKS.

The liputan 6 stated that Isdianto was ready to join the electoral contestation of the regional head election in the coming year, which was strengthened by the news narrative on the political maneuver by building communication with the chairman Partai Nasdem. As a younger brother of the previous governor candidate of Kepulauan Riau, the late Muhammad Sani, Isdianto has sharp instruments as the incumbent governor of Kepulauan Riau. During the COVID 19 pandemic, Isdianto will draw significant attention in ensuring the people that he is worth to be voted in the next contestation of the regional head election of Kepulauan Riau 2020.

b. Script

Scripting is the retelling process of an event into the news by viewing the message delivery strategy in packaging a particular message. Approaching the election event, Tribun

Batam tends to focus more on the return of Ismeth Abdullah. Harian Kepri prefers to focus on reporting the split of Isdianto and Soerya Respationo from the same party, yet they want to go for the nomination differently. It is expected that their head-to-head meeting in the contestation will become a great “duel” in the election of Kepulauan Riau 2020. Ismeth Abdullah, who was the second governor of Kepulauan Riau after its establishment, had proven his competence as a regional leader in improving the infrastructure in Kepulauan Riau. Scripting in this issue shows that despite the legal case that once caught him, he has an unquestionable ability to lead the region.

c. Thematic

Thematic indicates the writer’s view towards the event in the form of words and sentences of the text as a thorough yet brief news report. The Liputan 6 shared in a short and clear news about survey of the Indonesian Election Research Institute (LKPI) that informs there are eight candidates with the highest electability percentages, they are Soerya Respationo (19.3%), Ismeth Abdullah (16,8%), Muhamad Rudi (16,1%), Isdianto (12,7%), Huzrin Hood (7,2%), Ansar Ahmad (5,2%), Riski Riski Faisal (3,2%), Fauzi Bahar (2,8%), and abstained (16,7%). The study wishes to analyze that the thematic used by the Liputan 6 tries to analyze the survey of LKPI, which is different from the Google trend, resulting in the preferred candidates. This finding allows an unpopular figure to go on the election.

d. Rhetorical

Rhetorical dominates a particular meaning in the news by using words, idioms, graphs, and images to emphasize the news to the public; this is seen in the News Reporting of Online Media throughout 2019. According to Google Trends data, Isdianto, Soerya Respationo, Ismet Abdullah, Huzrin Hood, and Ansar Ahmad are predicted to compete in the regional head election of the Kepulauan Riau in 2020; a region that is famous for its motto *Berpancang Amanah, Bersauh Marwah* (With trust as foundation, and dignity as the anchor). Based on news reporting graphical statistics throughout 2019, Isdianto Soerya Respationo, and Ismeth Abdullah are slightly leading in position than the two other names, Huzrin Hood and Ansar Ahmad. Media throughout 2019. The finding is due to the environmental factor that impacts the candidates' electability, especially on the social field. Therefore, the public prefers the candidates that often appear on the news reporting while doing social activities.

CONCLUSION

The Google trend data taken exclusively for a comparison with the data from Pos Metro resulted in the conclusion that it required further validation to ensure public preferences. Besides, other categories, such as the role and policies taken by candidates, must undergo a measurement to check on each nominee's capability. There is an emphasis on the news based on the analysis requirement according to the required indicators in the framing analysis by the

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local online media. Some of the most valid media taken for this study consideration are Batam Pos, Pos Metro, Harian Kepri, and Kepri Days dan Tribun Batam.

The moral evaluation from Harian Kepri indicates Isdianto and Soerya Respationo as democracy progress marking by the nomination of two cadres from the same party to take part in the election at the same time. Further, Kepri Days in its moral evaluation indicates that the regional head election 2020 can become a facility to share and test the solution to the public issues in the Kepulauan Riau so that the people can experience, both directly and indirectly, the election effect that cost a significant amount of fund. On the other hand, the Batam Pos emphasizes the coalition strategy from Isdianto, who will face his party's fellow, Soerya Respationo, entering the regional head election of Kepulauan Riau in 2020.

Other news reports that Isdianto, the incumbent governor of Kepulauan Riau, has become very popular by taking charge of the unconducive situation due to the current governor's corruption issue. He is well known for his capable initiatives and actions in running his responsibility as the incumbent governor in the Kepulauan Riau during bad days.

In short, the contestation of regional head elections throughout Indonesia will become a trending topic in 2020, whereas the Kepulauan Riau is also taking part in choosing its next governor. The verified news framing analysis of the local online media in the Kepulauan Riau province by the Press Council construct the news as political reality with a flashback on each event approaching the contestation. Also, there is forecasting what the public will choose as the policy-decision maker in the electoral event through online media.

CONFLICT OF INTEREST

There is no conflict of interest found in this study

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