

Policy Framing Analysis Of The Ministry Of Tourism Of The Republic Of Indonesia Related To The Covid-19 Pandemic On The Kompas.Com National News Portal Website

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ABSTRACT

This study aims to find out how the framing of the Kompas.com news portal regarding the Indonesian Ministry of Tourism's Policy Regarding the Covid-19 Pandemic. This policy was formed so that the community and tourism workers still maintain the health and safety of every individual in the community. There is a need for news framing (Framing) in Kompas.com online media. Especially in the policy of the tourism ministry to deal with the Covid-19 pandemic, and how the impacts or complaints that occur in the community and expectations of the government. Assumptions, there are aspects that are highlighted that tend to be forced and put aside, this can be answered by framing analysis. This research on the framing of the policy news of the Ministry of Tourism and Creative Economy on the impact of the Covid-19 pandemic uses a qualitative approach with the framing analysis method, the type of descriptive qualitative research. Suggestions that can be given by researchers are suggestions for the government, the online media Kompas.com, and also the public in making decisions, policies in gathering news, and in responding to and understanding decisions made by the government.

1. Preliminary

The emergence of the Covid-19 pandemic has brought many changes to the tourism phenomenon. Economic profits from tourism have decreased drastically, and several industries in the tourism sector have almost collapsed due to the Covid-19 pandemic. The number of Covid-19 positives is increasing every day because the spread of Covid-19 is very fast and not easily detected, so it makes people and tourism actors anxious in Indonesia. The latest news about patients who are Positive for the Covid-19 Virus has reached 5923 on April 20, 2020

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Source: kompas.com). The Ministry of Tourism is making a policy for the community and tourism actors in response to the increasing number of people affected by the Covid-19 Virus. One of the policies of the Ministry of Tourism is that tourism actors who work in the tourism sector are temporarily laid off first. This policy effort was made to break the chain of spread of the Covid-19 Virus. Other policies made by the Ministry of Tourism can be seen in the delivery of information from the mass media.

The fact of a phenomenon will be framed by the media or journalists and what it will look like when it is displayed to the public. Media framing will display a point of view in presenting the context of the news to the public. For example, the news about the policy of the tourism ministry when the tourism minister made a policy for business actors in the form of a pre-employment card made headlines (HPI Bali Problem Pre-Employment Card: Currently Needs More Money than Training on April 20, Source: Media Online kompas.com), on Covid-19. The media in Indonesia (including print media) will simultaneously bring up the event. However, the headline displayed by each media will be different. Headline differences in the news occur because each media has a different news frame, in viewing a fact or an event.

Public optimism must also be built through the media. The latest information must be conveyed, but the news must remain balanced. For example, news of an increase in the number of patients identified as positive can be offset by news of an increase in the number of recovered patients. Second, the media must be able to reduce negative stigma and discrimination through their reporting. This point seems to have to be considered by the national media, as well as the international media, in taking sides with the public interest.

The power of the media is able to become a bridge to encourage the government to issue policies that have a positive impact while educating the people themselves. The Ministry of Communication and Information Technology (KOMINFO) must be at the forefront of reporting on Covid-19. The government needs to provide open information through a separate official portal so that the public has at least one reliable source of information so that public unrest due to fake news can also be reduced. The tourism policy of the tourism ministry is framed by the media as a strategy to save tourism from the impact of Covid-19, one of which is by cooperating with foreign influencers to attract foreign tourists on vacation to Indonesia. This policy is more concerned with tourism safety than public safety against Covid-19. The mass media, especially online media, must not forget their main obligation to provide statistical data on Covid-19 victims. The education in question also includes communicating research and health services to the public.

There is a need for news framing (Framing) on kompas.com online media. Especially in the policy of the tourism ministry to deal with the Covid-19 pandemic, and the impacts or complaints that occur in the community and expectations of the government. Assumptions, there are aspects that are highlighted that tend to be forced and put aside, this can be answered by framing analysis.

This study assumes the existence of a framing from [Robert N. Entman](#) can make it easier to explain the news on the kompas.com news portal, namely how to frame a policy phenomenon of the Ministry of Tourism in the face of the Covid-19 Pandemic. This study aims to find out how the framing of the Kompas.com news portal regarding the Indonesian Ministry of Tourism's Policy Regarding the Covid-19 Pandemic. For this reason, the focus of this research is on news related to policies made by the government and the Ministry of Tourism and Creative Economy during the Covid-19 pandemic, which took place from February to April 2020.

2. Research methods

The scope of the research is a limitation of the scope of the problem, so that the direction of the data from the research becomes clear. The scope of the problems in this research is the news that is broadcast or submitted related to the policies of the Ministry of Tourism and Creative Economy by the Kompas.com News Portal.

This study uses qualitative data types ([Sugiyono, 2014](#)). The sources of data in this study are secondary data sources ([Sugiyono, 2014](#)). Data collection techniques used include documentation techniques ([Sugiyono, 2015](#)). The documentation in question is in the form of a national news media portal website, namely Kompas.com. This study accessed the portal website to dig up all the data that discussed the RI Ministry of Tourism's policies related to the Covid-19 Pandemic, which were then analyzed and used as research material. The data collection technique in this study also uses literature studies (Sugiyono, 2015), namely by obtaining information about similar research or having something to do with this research. There are two data analysis techniques used, namely interactive model analysis as stated by Miles and Huberman (2014) through the stages of data collection, data reduction, data presentation, and drawing conclusions. Then the second analysis technique is using framing to select issues and emphasize certain aspects by defining problems, diagnosing causes, making moral judgments, and suggesting remedies. [Robert N. Entman \(Framing: Toward Clarification of a Fractured Paradigm, 53\)](#) in [Eriyanto \(2012\)](#).

3. Results and Discussion

News Framing Analysis on the Policies of the Indonesian Ministry of Tourism regarding the Covid 19 Pandemic on kompas.com with the [Robert N. Entman](#) Framing Method

This news search process is carried out through the kompas.com application or website with the keywords Kemenparekraf, Covid-19, Government Policy, Covid-19 Handling Efforts. According to Presidential Spokesperson Fadjoel Rachman, as far as can be determined, there are 36 news stories broadcast on [Indonesia Lawyers Club TV One](#)

.The handling stage is the first stage, starting when the Indonesian Ministry of Foreign Affairs announced the plan to repatriate Indonesian citizens (WNI) from Wuhan in Hubei Province, China as many as 238 Indonesian citizens (WNI) from Wuhan to Hang Nadim Airport. The second phase began when President Joko Widodo for the first time announced two positive Covid-19 patients. Then there is also a third stage, which begins when the government finally decides to implement Large-Scale Social Restrictions (PSBB) on March 31, 2020, almost a month since the first Covid-19 case was discovered in Indonesia.

The following are some of the latest news on kompas.com online media: The points of handling pandemic stages I, II, and III, which will be analyzed using the [Robert N. Entman](#) framing method, are:

Table 1 News Frame and News Resource

No	Title
1	Discount Airplane Tickets, This is a List of Government Incentives Due to Corona (<i>Diskon Tiket Pesawat, Ini Daftar Insentif Pemerintah Akibat Corona</i>) (26 February 2020) Resource person: Minister of Tourism and Creative Economy, Wishnutama Kusubandio. Coordinating Minister for the Economy Airlangga Hartarto.
2	Postpone Foreign Promotion, Kemenparekraf Prioritize Protect Health People in the Middle of the Corona Outbreak (<i>Tunda Promosi Luar Negeri, Kemenparekraf Utamakan Lindungi Kesehatan Masyarakat di Tengah Wabah Corona</i>) (13 March 2020) Resource person: Minister of Tourism and Creative Economy, Wishnutama Kusubandio
3	PO Bus: Allow Us to Operate Again with Covid-19 Health SOPs (<i>PO Bus: Izinkan Kami Operasi Kembali dengan SOP Kesehatan Covid-19</i>) (28 April 2020) Resource Person: Pahala Kencana Bus PO Field Coordinator, Wahyudi

Source: Research Data Processed Results, April 2020

Information:

News gray color	STAGE I
News Yellow Color	STAGE II
News Blue Color	STAGE III

The analysis of the news framing of the Indonesian Ministry of Tourism's policies related to the Covid-19 pandemic on kompas.com using the [Robert N. Entman](#) framing method was carried out using one news item each in stage I, stage II, and stage III. Through the results of data collection, the following results were obtained:

1) News Framing Analysis Phase I

Phase I is from February 2, 2020, to March 14, 2020. At this stage, the government is still confident that Covid 19 will not attack Indonesia. The Ministry of Tourism and Creative Economy's policy is more geared towards overcoming tourist destinations (DTW) that are empty of visitors (Stimulus) so that regulations such as flight discounts and hotel restaurant taxes (PHRI) are postponed. This can be seen in the news published by kompas.com on February 26, 2020, from Table 1 above.

Problem identification in this news, namely providing incentives to the tourism sector as well as attracting foreign and domestic tourists. According to the Minister of Tourism and Creative Economy, Wishnutama Kusubandio, the incentive package will accelerate sector performance, as well as attract tourist visits.

Causal interpretation on this news, namely due to the Covid-19 Pandemic and Tourism is the sector most affected by the losses. The drastic decrease in the number of Chinese tourist arrivals due to the closure of flights to and from China, which is the center of the spread of Covid-19, has an impact on potential tourism losses.

Moral evaluation in this news, namely the benefits for local people who work in the tourism industry. The provision of this incentive can also motivate tourists to vacation in the country and help generate several tourist destinations that are directly affected.

Treatment recommendations on this news, namely the Government provides a 30 percent discount on flights to 10 Tourist Destinations for Domestic Tourists. Meanwhile, to attract foreign tourist visits, incentives are given to foreign markets that have a high average spending per arrival (ASPA). Conducting Domestic Tourism Promotion Campaigns and Reducing Tax Rates for Hotels and Restaurants.

2) News Framing Analysis Phase II

Phase II is for the period from March 2, 2020 to March 30, 2020. At this stage, the government is starting to realize and anticipate that Indonesia is not "Immune" to Covid 19. Conditions are starting to panic, so the government, especially the Minister of Tourism, revises previous policies. This can be seen in the news published by kompas.com on March 13, 2020 from Table 1 above.

Problem identification on this news, the Ministry of Tourism and Creative Economy announced that it was postponing all promotional activities. kompas.com saw this news as a step towards preventing COVID-19 in Indonesia. Through a press release received by kompas.com, the Ministry of Tourism and Creative Economy announced that it was suspending all promotional activities aimed at foreign tourists.

Causal interpretation in this news, the Ministry of Tourism and Creative Economy will focus more on programs on handling foreign tourists who enter Indonesian destinations when the Covid-19 pandemic begins, as well as improving the quality of tourism destinations through environmental sustainability, health and hygiene, and safety and security.

Moral evaluation according to this news, namely Kemenparekraf protecting the Indonesian people is their priority by delaying promotions and providing incentives will be able to reduce the spread of Covid-19 in Indonesia and Kemenparekraf asks the public not to panic.

Treatment recommendations, according to this news, the Ministry of Tourism and Creative Economy has announced a policy of delaying the previously planned promotions and urges the public to remain vigilant.

3) Stage III News Framing Analysis

Phase III is for the period from March 31, 2020 to April 28, 2020. At this stage, the condition has started to become an emergency. Tourism was really hit because almost all existing sectors closed. This can be seen in the news published by kompas.com on April 2, 2020 from Table 1 above.

Problem identification on this news, namely the existence of a homecoming ban which has been in effect officially since Friday (24/4/2020) many bus Otobus Company (PO) workers have been laid off.

Causal interpretation in this news, namely the dismissal of Otobus company workers, this is due to the widespread spread of the Covid-19 pandemic, as well as the government's ban on going home.

Moral evaluation on this news, the entrepreneurs and workers of the Otobus company hope that bus operations can return on conditions according to the Covid-19 health SOP made by the Government.

Treatment recommendations on this news, namely the Otobus workers can only surrender because they have no income. And the workers hope that bus operations can be re-opened with the conditions of the existing health SOPs.

4. Conclusion

Framing Kompas.com's reporting on PHASE I is to support the steps taken by the Government. There are no statements that attack or convey criticism. Sources of reference are also more based on sources from the elite. The function of mass communication that is run by Kompas.com is a surveillance function.

Then Kompas.com News Framing in PHASE II is more focused on anticipating and revising policies that were previously given by the government in PHASE I. However, the source of the news references is still elitist. And the function of mass communication that is carried out by Kompas.com at this stage is the function of interpreting and spreading values.

Meanwhile, Kompas.com News Framing in STAGE III is more focused on the emergency situation of the Covid-19 virus, and begins to highlight the impact on the tourism sector. Reference sources also began to refer to sources from other tourism stakeholders. Kompas.com's mass communication at this stage is the function of interpretation, linkage and also the spread of values. The reporting of these three stages is included in the Hard news type, and has a different function of mass communication at each stage.

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