

Media Bias In The Coverage Of The Third Debate Of The 2024 Presidential Candidates

Randy William^{1*}, Rindang Senja Andarini², Leti Karmila³, Mutiah⁴

¹ Universitas Sriwijaya

Corresponding Author Email: mutiah@fisip.unsri.ac.id

ABSTRACT

Received:

Revised:

Accepted:

Available online:

This research aims to find out how the bias of online media *Metrotvnews.com* and *SINDOnews.com* in the coverage of the 2024 presidential debate for the period January 6-13. This research uses a qualitative approach with the Robert N. Entman model framing analysis method. The news analyzed were 52 news from *Metrotvnews.com* and 38 news from *SINDOnews.com*. The results showed that there were differences in news framing between the two media. *Metrotvnews.com* showed media framing by highlighting presidential candidate number 1, Anies Baswedan, through a narrative that featured the programs of presidential candidate number 1. Meanwhile, *SINDOnews.com* framed the news by showing support for candidate number 3, Ganjar Pranowo, through his attitude, appearance, understanding of the debate theme and experience. Both media show support for the presidential candidate through news coverage that emphasizes the advantages of the presidential candidate. So that the news that appears on *Metrotvnews.com* and *SINDOnews.com* is biased, this violates the principles of objectivity and media independence.

Keywords: *framing analysis, Media Bias, Metrotvnews.com, SINDOnews.com*

1. INTRODUCTION

On February 14, 2024, an important event in the context of Indonesian democracy took place: the general election. These elections are a ritual that recurs every five years, giving Indonesian citizens the opportunity to exercise their voting rights in determining leaders for the future period. Ideally, general elections are organized based on democratic principles, which include the principles of direct, general, free, secret, honest and fair. These principles are in line with the essence of democracy, which emphasizes a government of, by and for the people. As such, citizens have the right to elect a President, Vice President, and other representatives at the relevant level of government.

In the context of Indonesia's presidential and vice presidential elections in 2024, three candidate pairs have been established. Candidate pair number 1 consists of Anis Rasyid Baswedan and Muhaimin Iskandar, candidate pair number 2 is Prabowo Subianto and Gibran Rakabuming Raka, while candidate pair number 3 consists of Ganjar Pranowo and Mahfud MD. One stage that plays an important role in this process is the Presidential and Vice Presidential Candidate Debate, which consists of five sessions.

The presidential and vice presidential debates are crucial moments that can influence public perceptions and the electability of each candidate. Through this, the public has the opportunity to understand the plans, goals, vision-mission, and approaches carried by each candidate pair in dealing with issues in the country (Widayanti & Fridiyanti, 2024). The urgency of the presidential and vice presidential

debates itself is said to be very high, which can be seen from Chart 1.1 which shows the results of a survey conducted by the Indonesian Survey Institute (LSI). The survey, which was conducted in the period December 3-5, 2023, noted that 28.2% of respondents considered the debate as very important, while 47.3% of other respondents considered the debate as important. This number illustrates that as many as 75.5% of respondents recognize the urgency of holding a presidential and vice presidential debate. This also shows that the attention of the Indonesian people is quite high towards the presidential and vice presidential debates.

Regarding the issue of the 2024 Presidential and Vice Presidential Debate, many media are trying to present news regarding this issue. *Metrotvnews.com* and *SINDOnews.com* are media that also massively and intensively cover the issue of the 2024 Presidential and Vice Presidential Debate. This can be seen from the results of research by researchers who obtained during the period December 12, 2023 - February 6, 2024, which can be seen in Table 1.4, the number of news reports carried out by *Metrotvnews.com* was 283 news and *SINDOnews.com* was 324 news. Although when compared with online media *Detik.com* which has a faster number of news reports, *Metrotvnews.com* and *SINDOnews.com* still have far more news coverage than other media such as *CNNIndonesia.com* and *Kompas.com*. This is also one of the reasons why researchers chose these two online media.

However, from the rapid coverage carried out by *Metrotvnews.com* and *SINDOnews.com*, researchers

suspect media bias or media favoritism towards one of the camps of the presidential candidate pairs. In the context of reporting on the issue of the Third Debate of 2024 Presidential Candidates, there are differences in the substance and approach applied by the two media. This difference is reflected in the titles, images, and news content presented by each media. The differences in the way the news is reported can be analyzed through the ownership structure of the media. *Metrotvnews.com* is part of the Media Group led by Surya Paloh, who also serves as Chairman of the National Democratic Party (NasDem) and supports even the presidential and vice presidential candidate pair number 1. On the other hand, *SINDOnews.com* is part of the MNC Corporation owned by Hary Tanosoedibjo, who is also the leader of the United Indonesia Party (Perindo). Although Perindo Party is not tied to any coalition, the party has an active relationship with the Indonesian Democratic Party of Struggle (PDIP) and has expressed its support for Presidential and Vice Presidential Candidate Pair number 3. Seeing the number of news reports that are quite rapid, there are indications of bias in the presentation of news, and the background of media ownership by political figures is the reason researchers took the online media *Metrotvnews.com* and *SINDOnews.com*.

The reason why researchers in this study chose to focus on the Third Debate of the 2024 Presidential Candidates was based on the intensity of the two media which indeed emphasized the Third Debate. The results of the researchers' search for news data on *Metrotvnews.com* and *SINDOnews.com* for the period January 6 - January 13, 2024, found that *Metrotvnews.com* reported 52 news articles while *SINDOnews.com* reported 38 news articles. to see the media bias in presenting the news. This research will adopt the framing analysis model developed by Robert N. Entman with its four components of analysis, namely define problem, diagnose causes, moral judgment, and treatment recommendation. The reason why researchers choose to use Robert N. Entman's framing analysis model is inseparable from the basic researcher who wants to see the media's meaning of an issue. Compared to other models, for example the framing analysis model of Zhongdan Pan and Gerald M. Kosicki which focuses more on how journalists write and present news so as to create frames, researchers focus more on the meaning that the media tries to present in their news on an issue. The existence of the diagnose causes component is also important for researchers because it allows researchers to identify the role of the main actors in the reporting of issues and the causes of the issues or problems conveyed. This is why researchers chose to use Robert N. Entman's framing analysis model in this study.

Based on the background that has been compiled, researchers are interested in investigating how the *Metrotvnews.com* and *SINDOnews.com* media frame the issue of the Third Debate of 2024 Presidential Candidates so as to produce bias in the news. By considering these things, the researcher decided to make a study with the title "Media Bias in the Coverage of the Third Debate of

2024 Presidential Candidates (Framing Analysis on *Metrotvnews.com* and *SINDOnews.com* Online Media for the Period January 6 - January 13, 2024)".

2. METHOD

In the process of selecting a research design, researchers used a qualitative approach with the Robert N. Entman model framing analysis method in this study. According to Creswell (2019) qualitative research is said to be a research related to methods to explore in depth and interpret meaning by individuals/groups that are considered to be sourced from humanitarian or social problems. The purpose of the research is to gain an in-depth understanding of a context through exploration and detailed description of the natural symptoms that occur in the field of study, according to the actual circumstances. Meanwhile, according to Abdussamad (2021), a qualitative approach is a research method used to investigate objects in their natural context, where the researcher acts as the main instrument. In this approach, data collection techniques often involve triangulation, which utilizes various data sources to obtain a comprehensive understanding. Data analysis in qualitative research is inductive, where patterns, themes and meanings are drawn iteratively from the collected data. Furthermore, the emphasis in qualitative research tends to be more on in-depth understanding of the phenomenon under study rather than on generalization of results.

Framing according to Eriyanto (2012) can simply be interpreted as the process of the media reconstructing the reality of an event, actor, group and so on. The impact of the process of forming and constructing reality is the protrusion or emphasis on certain aspects of an issue or reality, which makes it more dominant or prominent than other aspects. In this study, to uncover the bias of online media *Metrotvnews.com* and *SINDOnews.com* in the coverage of the Third Debate of the 2024 Presidential Candidates, Robert N. Entman's framing analysis model is used with four analysis components, namely define problems, diagnose causes, make moral judgments, and treatment recommendations.

The focus of the research that the researcher compiled rests on the bias of the online media *Metrotvnews.com* and *SINDOnews.com* in reporting the issue of the Third Debate of the 2024 Presidential Candidates with the reporting period January 6 to January 13, 2024. Researchers took all news from each online media to be analyzed using the Robert N. Entman model framing analysis method.

The unit of analysis in this research is news published by online media *Metrotvnews.com* and *SINDOnews.com* related to the Third Presidential Candidate Debate 2024 with the news publishing period January 6 - January 13, 2024. Researchers have summarized the entire unit of analysis by using the search engine available on the portal of each online media, using the keyword "presidential debate" and found the number of news coverage carried out by *Metrotvnews.com* as many as 52 news and *SINDOnews.com* as many as 38 news. Furthermore, researchers will examine the entire news on each online media by paying attention to various elements, especially the dimensions of issue selection and aspect highlighting from Robert N. Entman's framing analysis model and its

four analysis components (define problem, diagnose causes, make moral judgment, treatment recommendation).

3. RESULT AND DISCUSSION

In the framing analysis model, Robert N. Entman explains that there are four components of analysis that can be used, namely (Eriyanto, 2012):

1. Define Problem

This initial section refers to the main frame or framework that highlights variations in journalists' interpretation of events, resulting in different interpretations of reality. This can be understood by the question, "How is an event or issue understood, what is it perceived as, and identified as a problem". Using this component, researchers will identify the meaning or understanding of Metrotvnews.com and SINDOnews.com media journalists towards the Third Presidential Candidate Debate 2024. Then see the differences that exist in each journalist's interpretation of the event written in the news text.

2. Diagnose Causes

This second element of the analysis involves identifying the actors involved and establishing their roles as perpetrators or victims in the context of an event. The identification of causes may refer to the phenomenon that occurred (what) or the individuals involved (who). As such, this element focuses on identifying who is considered to be the primary agent and impactee in the context of the event under consideration. Relevant underlying questions include, "What are the driving factors behind this event, who are the main actors, and who is considered responsible for the event". This component is important for researchers to see who the main actors are in the news published by Metrotvnews.com and SINDOnews.com related to the Third Presidential Candidate Debate 2024. Through this component, researchers will identify the existence of media bias, related to media support for one of the Presidential Candidate pairs in the news text which can be seen from the focus on candidate pairs and sources who are asked for information.

3. Make Moral Judgement

The third element in the framing analysis framework focuses on the construction of moral or ethical arguments that support the problem definition that has been adopted. The ideas proposed often refer to concepts or values that are widely recognized or accepted by society. This element can be understood through questions such as, "What are the moral principles underlying the explanation of a particular problem, and how are these moral values used to support or oppose certain actions". Researchers will uncover the media bias of Metrotvnews.com and SINDOnews.com by looking at the arguments presented and their relevance to the pro-presidential candidate pairs. This argumentation can also take the form of "criticism" for other Presidential Candidate pairs in order to prioritize their choices.

4. Treatment Recommendation

The final element in framing analysis is used to evaluate the strategies or actions proposed by actors or the media in response to the identified problem. What decisions are made to deal with the problem are influenced by the point of view of the event and the perception of who is responsible for the problem. Questions that arise in this element include, "Are there concrete solutions suggested to address the identified issue or problem, and what steps are recommended to implement those solutions". Through this component, the researcher will see how solutions, solutions, and final decisions are presented on Metrotvnews.com and SINDOnews.com news related to the Third Presidential Candidate Debate 2024. This still depends on how the issue is interpreted, who the main actors are, and the arguments to support the assessment that has been described in the news text by journalists.

News Analysis

The news titled "Tomorrow's Presidential Debate, Anies is Assisted by Hundreds of Retired Generals of the TNI and Polri" contains 125 generals who helped prepare presidential candidate Anies Baswedan for the debate on Sunday, January 7, 2024. This is because some of the third debate topics raised are about defense and security. The overall generals who helped consisted of one to four stars, from the army, navy, air force and also the police.

<i>Define Problem</i>	:	In preparing himself for the third debate, Anies Baswedan was assisted by 125 generals. This is because some of the topics of the third debate are related to national defense and security.
<i>Diagnose Causes</i>	:	With the support of 125 generals, Anies Baswedan will perform optimally and with the support of his good ability to speak in public.
<i>Make Moral Judgement</i>	:	Anies is a smart person and has a very qualified ability to face the Third Presidential Candidate Debate 2024 with expert support.
<i>Treatment Recommendation</i>	:	Anies Baswedan is well prepared for the debate and has a high chance of winning.

Figure 1. News Frame 1 Metrotvnews.com

In the news process, of course, it is important to practice objectivity from the media and journalists. The existence of objectivity allows every audience to get their right to obtain information based on truth, clean, and free from partisanship. Impartiality, freedom from subjective judgment, and indications of bias or journalist involvement in news research are also an important part of objectivity. Everette E. Dennis in Maras (2013) explains that objectivity in the journalism process has three important aspects, namely not containing emotional interpretation elements in the news, not combining facts and opinions, and journalists in writing news must be balanced and fair. In the reporting carried out by Metrotvnews.com and SINDOnews.com, researchers saw that there were

irregularities in the three aspects of objectivity:

First, it does not contain elements of emotional interpretation. Researchers found that the published news inserted opinions, feelings, or terms that could affect readers' emotions. For example, in the reporting done by Metrotvnews.com with the title "Anies' Performance at the Third Presidential Election Debate Called Extraordinary". The phrase "extraordinary" is emotional and gives a positive interpretation of Anies. In its content, Metrotvnews.com interviewed the spokesperson for the Anies-Muhaimin National Winning Team, M. Iqbal, who stated that Anies performed exceptionally at the Third Presidential Candidate Debate 2024. Metrotvnews.com even wrote that Anies' understanding of the debate theme was very impressive. The word "very impressive" is a very crucial adjective used in news writing. Even though M. Iqbal as the source did not mention the phrase in the interview results displayed in the news. Adjectives in news writing tend to be avoided because they will reduce objectivity, invite bias and obscure facts or reduce accuracy (Press Council, 2013; Mukhlis, 2019).

Whereas in SINDOnews.com, as an example of news with the title "Ganjar performed stunningly in the presidential debate, Arsjad Rasjid: We Want This Country to Be Led by Smart People", the phrase 'performed stunningly' and the statement 'led by smart people' contain emotional praise. In the news there is a sentence "Ganjar during the debate looked very calm" containing an adjective, namely very calm, which Arsjad Rasjid as Chairman of the Ganjar-Mahfud National Winning Team did not mention the word in the interview written in the news. The researcher also found that in the news coverage by SINDOnews.com regarding Ganjar Pranowo, many adjectives were used which certainly gave positive and biased assessments to Ganjar Pranowo. Second, namely the aspect of combining facts and opinions, Metrotvnews.com and SINDOnews.com still include an opinion with the facts they are trying to show. For example, the news of Metrotvnews.com with the title "Three Presidential Candidates Duel Ideas in the Third Election Debate, Who Excels?" displays facts related to the preparation of Anies, Prabowo, and Ganjar to face the debate. However, Metrotvnews.com emphasizes the views of the Anies-Muhaimin National Team Captain only without showing the views of the TPN of other candidates. In addition, there is a paragraph "Therefore, the three-star retired general believes that Anies can perform optimally. Moreover, Anies has good public speaking skills", the sentence Anies has good public speaking skills is an opinion without any data facts and even the source did not make this statement.

As for SINDOnews.com, researchers also found several news articles that combine facts with opinions. For example, the news titled "Revealed! There are Dozens of Retired TNI-Polri Generals Behind Ganjar's Success in the Presidential Debate" in the news lead, the journalist wrote 'There are dozens of retired TNI-Polri generals behind Ganjar Pranowo's success'. The word "behind his success" is an opinion because it assesses that Ganjar in the Third Presidential Candidate Debate 2024 is considered successful without mentioning any metrics or objective assessments that support this claim.

The third aspect of objectivity that has been passed by Metrotvnews.com and SINDOnews.com in reporting the Third Debate of the 2024 Presidential Candidates is that journalists in writing news must be balanced and fair. This point is also contained in the Journalistic Code of Ethics point 1 which reads "Indonesian journalists are independent, produce accurate, balanced, and non-bad faith news" and point 3 which reads "Indonesian journalists always test information, report in a balanced manner, do not mix facts and judgmental opinions, and apply the presumption of innocence". As for Metrotvnews.com, researchers found an imbalance in the reporting process related to the issue. Metrotvnews.com tends to frame the news on presidential candidate number 1, Anies Baswedan. The news tends to lead to one party, namely Anies Baswedan, thus reducing the proportionality of the news content.

On the other hand, researchers also found imbalance in the process of selecting sources. In an effort to produce balanced news, journalists need to involve various sources from various backgrounds and views. This helps create a more comprehensive picture of an event or issue, so that all parties get the opportunity to be represented (Press Council, 2013; Genra_Petra, n.d.). Metrotvnews.com tends to take the point of view of one party, namely Anies Baswedan's side. In some news reports, Metrotvnews.com chose to focus on the views of the Anies-Muhaimin National Winning Team or its supporters. For example, in the news entitled "Three Presidential Candidates Debate Ideas in the Third Election Debate, Who Excels?" Metrotvnews.com only focuses on the statement of the Captain of the Anies-Muhaimin National Team, Muhammad Syaugi Alaydrus. Meanwhile, in the news entitled "Political Analyst Says Prabowo Didn't Master the Material of the Presidential Debate" Metrotvnews.com chose to interview Dimas Oky Nugroho as a political analyst, who after researchers traced it, it was known that he had expressed full support for presidential candidate pair number 1 in November 2023. This shows that Metrotvnews.com has reduced the substance of balance in the process of writing news related to the issue of the Third Presidential Candidate Debate 2024.

As for SINDOnews.com, researchers also found deviations from the element of balance. In the selection of sources, SINDOnews.com chose to emphasize the opinions and views of Ganjar Pranowo. For example, the news titled "Ganjar performed stunningly in the presidential debate, Arsjad Rasjid: We Want This Country to Be Led by Smart People" SINDOnews.com chose to emphasize Arsjad Rasjid's statement as the Head of the Ganjar-Mahfud National Winning Team. In addition, in the news titled "Indonesian Diaspora: Presidential Debate Affirms Ganjar-Mahfud's Commitment to the Nation's Interests" SINDOnews.com chose to interview Sakaria Wielgosz, who is an Indonesian diaspora living in Switzerland and is the head of the Ganjar-Mahfud Overseas Winning Team. SINDOnews.com also highlighted Azizah Seiger's statement as an Indonesian diaspora living in Austria who turned out to be the Chairperson of Austria for Ganjar-Mahfud. This shows that in the selection of sources, SINDOnews.com tries to show the views of people who still have an attachment to the

main actor it wants to highlight, namely Ganjar Pranowo.

4. CONCLUSION

Analysis of the framing of news coverage of the third 2024 presidential candidate debate on Metrotvnews.com and SINDOnews.com using Robert N. Entman's model shows differences in framing. There is bias in the reporting carried out by Metrotvnews.com and SINDOnews.com towards one of the candidates for the 2024 Third Presidential Debate. In terms of objectivity, Metrotvnews.com and SINDOnews.com have deviated from three important aspects, namely not containing emotional elements of interpretation in the news, not combining facts and opinions, and journalists in writing news must be balanced and fair. Meanwhile, in the context of independence, both media have violated the indicators of opinion, personalization, sensationalism and stereotypes, except for the juxtaposition or linkage indicators. This cannot be separated from the influence of media ownership, which causes bias in the reporting process.

REFERENCES

- Abdussamad, Z. (2021). *Metode Penelitian Kualitatif*. Makassar: Syakir Media Press.
- Alvin, S. (2022). Analisis Framing Isu Penundaan Pemilu 2024 di CNN Indonesia.com dan Kompas.com. *Jurnal SEMIOTIKA*, 16(2), 133–148. <http://dx.doi.org/10.30813/s:jk.v16i2.3514>
- Ardiansyah, Risnita, & Jailani, M. S. (2023). Teknik Pengumpulan Data Dan Instrumen Penelitian Ilmiah Pendidikan Pada Pendekatan Kualitatif dan Kuantitatif. *Jurnal IHSAN: Jurnal Pendidikan Islam*, 1(2), 1–9. <https://doi.org/10.61104/ihsan.v1i2.57>
- Azwar, Putra, R. P., & Uljanatunnisa. (2021). Unsur Keberpihakan Pada Pemberitaan Media Online Analisis Wacana Kritis Pemberitaan Kampanye pada Kumparan.Com. *Jurnal Studi Jurnalistik*, 3(1), 48–62.
- Bayu Airlangga. (2023). *Jadwal Debat Capres-Cawapres*. Dalam <https://infografis.okezone.com/detail/781770/jadwal-debat-capres-cawapres>. Diunduh pada 26 Maret 2024 Pukul 10.00 WIB
- Bhaxis, A. U. (2023). Reportase Kebudayaan Indis pada Film Dokumenter “Melawan Lupa: Tapak Sejarah Belanda Depok” Metro TV. *Skripsi*. Universitas Islam Negeri Syarif Hidayatullah Jakarta.
- Citra Widayanti, & Yulita Nilam Fridiyanti. (2024). Analisis Pengaruh Debat Calon Presiden 2024 Pertama terhadap Elektabilitas Calon Presiden Perspektif Pandangan Masyarakat. *Journal of Social and Economics Research*, 5(2), 1720–1731. <https://doi.org/10.54783/jser.v5i2.259>
- Creswell, J. W. (2019). *Research Design, Pendekatan Kualitatif, Kuantitatif, dan Campuran Edisi Keempat*. Yogyakarta: Pustaka Pelajar.
- Dewan Pers. (2013). *Pers Berkualitas, Masyarakat Cerdas*. Perpustakaan Nasional RI: Katalog Dalam Terbitan.
- Eriyanto. (2012). *ANALISIS FRAMING Konstruksi, Ideologi, dan Politik Media*. Yogyakarta: LKIS Group.
- Eriyanto. (2019). *MEDIA DAN OPINI PUBLIK Bagaimana Media Menciptakan Isu (Agenda Setting), Melakukan*

Pembingkaihan (Framing) dan Mengarahkan Pandangan Publik (Priming). Depok: PT Rajagrafindo Persada.

Fitriyani, L., Anshori, D., & Kurniawan, K. (2024). Keberpihakan Media Online dalam Konflik Kepemimpinan Lokal: Analisis Wacana Kritis Roger Fowler. *Jurnal Bahasa Dan Sastra*, 12(1), 87–98. <https://doi.org/10.24036/jbs.v12i1.127773>

